

# The Influence of Service Quality, Customer Satisfaction, and Price on Customer Loyalty (Case Study on Santuy Coffee Shop in Tambun, Bekasi)

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Article Info	ABSTRACT
<p><b>Keywords:</b> Service Quality, Customer Satisfaction, Price, Customer Loyalty</p>	<p>This research aims to find out the influence of customer quality on customer loyalty, the influence of customer satisfaction on customer loyalty, the influence of price on customer loyalty, service quality, customer satisfaction, and price on customer loyalty (case study at the Santuy coffee shop in Tambun, Bekasi). This research uses an associative type of research with a quantitative approach, which is measured using the coefficient of determination method with SPSS 29.0. The research population was customers of the Santuy coffee shop in Tambun and the sample was determined using a non-probability sampling method with a sample size of 105 people. The data used is primary data, which was collected through a questionnaire. Hypothesis testing is carried out using the t test and f test. The results of this research prove that partially service quality influences customer loyalty, customer satisfaction influences customer loyalty, and price influences customer loyalty. Simultaneous test results of service quality, customer satisfaction and price influence customer loyalty at Warung Kopi Santuy Tambun, Bekasi.</p>
<p>This is an open access article under the <a href="#">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Dina Fitria Annuri Fakultas Ekonomi dan Bisnis, Universitas Bhayangkara Jakarta Raya, Indonesia <a href="mailto:fitriaannuri2002@gmail.com">fitriaannuri2002@gmail.com</a></p>

## INTRODUCTION

From year to year, the cosmetics industry has become one of the sectors that is growing rapidly. Starting with the lifestyle and use of cosmetics, advances in the economic, socio-cultural, and technological fields have changed the lifestyle of people in society. Every year, the cosmetics industry in Indonesia experiences changes in the price of revenue (Abdul Salam & Abdiyanti, 2022). Nowadays, there are many types of local cosmetics made by individuals and companies. Make Over Cosmetics, which was made by PT. Paragon Technology and Innovation (PTI), which was established in 1985, is one of the most popular local cosmetic brands in Indonesia. PT. Paragon has a large capacity to make cosmetic products with high-quality formulations, and was certified GMP (Good Manufacturing Practice) in 2006.

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economic growth in the current era of globalization. In the food and beverage industry, especially in the coffee shop business, customer loyalty is a key factor for long-term success and development. High customer loyalty not only maintains opinion stability, but also

encourages more effective promotion through person-to-person recommendations. In this case, a number of important factors affect customer loyalty, such as service quality, customer satisfaction, and set prices.

Service quality can be measured by comparing consumers' perception of the service they receive with the service they actually expect from a company. If the service is perceived to be in accordance with expectations, then the perceived quality of service will be considered good and satisfactory. If the service received exceeds consumer expectations, then the perceived quality of service will be very good and high quality. On the other hand, if the service received is below expectations, then the perceived quality of service will be considered poor.

Customer satisfaction is a comparison between the expectations or expectations that are held before making a purchase and the perception or evaluation of performance after purchasing a product or using a service. Comparisons that reflect customer expectations and perceived service quality, and serve as an evaluation assessment after decision-making for a specific purpose.

In the context of customer satisfaction, filling in data is tailored to the specific needs of each individual. Based on the results of a survey using ballot boxes, the level of customer satisfaction at santuy coffee shops shows a downward trend over the last five months. Data from customer satisfaction surveys shows that between August and December 2024 there was a decline. The continuous decline in customer satisfaction in recent months is one of the causes of the decline in customer loyalty of Warung Kopi Santuy Tambun.

In addition, price is one of the most important factors for sales. Many companies go bankrupt because they set prices that are not in line with the market. To identify a suitable price for customers, companies must conduct more in-depth research. Customers consider pricing when deciding whether, when, and how much they need to buy a product, depending on their purchasing power. Warung Kopi Santuy has quite a variety of menus and prices that are fairly average among various coffee shops or coffee shops in the Tambun area, starting from Rp.5,000.00.- the cheapest to Rp.8,000.00.- the most expensive, and from Warung Kopi Santuy it can be seen from its flagship menu which is fairly cheap.

This research was conducted at the Santuy Coffee Shop in Tambun, Bekasi, which is increasingly known among the local community. This coffee shop faces quite stiff competition from other coffee shops that offer similar products and services. Therefore, it is important for Warung Kopi Santuy to understand how service quality, customer satisfaction, and price affect customer loyalty in order to maintain and expand its loyal customer base. Based on this background, this study aims to analyze "The Influence of Service Quality, Customer Satisfaction, and Price on Customer Loyalty (Case Study on Santuy Tambun Coffee Shop, Bekasi)".

## METHOD

### Literature Review

#### Quality of Service

Service quality is an indicator of how well the service provided is in accordance with customer expectations. To achieve customer satisfaction, the quality of service must meet those

expectations. If the quality of service is not able to exceed customer expectations, then their satisfaction will not be achieved (Putra et al., 2022). Service quality is defined as an effort to meet customer needs and desires, as well as agreements in its delivery to be in line with customer expectations (Tjiptono, 2016).

Service quality is a consumer assessment of the service received compared to the expected service. If the service received is in accordance with expectations, then the quality of service is considered good and satisfactory. This satisfaction can encourage consumers to make repeat purchases, which can ultimately make them loyal customers (Zikri et al., 2022). Service quality is the customer's view of the quality of service they receive from the company in meeting their needs. Consumers will directly assess the services they use or have enjoyed, then the evaluation is carried out based on the overall assessment between the experiences received and faced, as well as compared to the expectations they have (Bara et al., 2020).

### **Customer Satisfaction**

Customer satisfaction is an aspect that is closely related to value creation for customers. When customers are satisfied, this provides benefits for the company, such as the creation of a harmonious interaction between the company and customers, becoming a good foundation for maintaining customer satisfaction, as well as producing profitable word-of-mouth recommendations. This positive impact increases customer interest in buying or using the company's services (Sasongko, 2021). Customer satisfaction is defined as a post-purchase assessment that compares the perception of the performance of the selected product or service with existing expectations. If the perception of performance cannot meet expectations, then this will result in dissatisfaction (Tjiptono, 2012).

Consumer satisfaction or dissatisfaction can be defined as a consumer reaction to an assessment of a perceived discrepancy or discrepancy between previous expectations (or other norms) and the actual performance of the product after use. Consumer satisfaction is a condition in which the wants, hopes, and needs of consumers are satisfied. A service is considered satisfactory if it can meet the needs and expectations of customers (Anggarawati, 2021).

### **Price**

Price plays an important role in influencing consumers' decision to buy a product, so it greatly determines the success of marketing the product. As a key component, price has an impact on consumer profits. In addition, price is also one of the main factors for consumers in deciding to buy, so special consideration is needed in determining it. According to him, price is an important element in a company because with price, the company can earn income to maintain its operational continuity. In addition, prices also serve as a tool for customers in the process of exchanging goods or services (Andrian et al., 2021).

Price is the amount charged for a product or service, or value provided by a customer in exchange for the benefits they derive from owning or using that product or service. Price gives value to a product or service, so that it can be sold and make a profit (Hadita et al., 2023). Price is the monetary value or other measure (including other goods and services) that is exchanged for the right to own or use a good or service (Tjiptono, 2012).

### Customer Loyalty

Loyalty is often understood as a behavior that is reflected through purchases made regularly. The definition of consumer loyalty typically involves a combination of purchasing attitudes and behaviors. This reflects the customer's commitment to continue purchasing a particular product or service in the future, despite external factors and marketing efforts from competitors that may encourage them to switch to the company (Kotler et al., 2016). In addition, loyalty can be defined as consumer loyalty to a brand, tool, or provider, which is based on the attitude seen through re-made purchases (Tjiptono, 2012).

According to Loyalty is defined as customer behavior characterized by repeat purchases, especially for those who consistently buy various products and services from the company. According to (Siantry et al., 2024), Loyalty is an attitude that is more in favor of a brand after being compared to some other alternatives and involves the decision to resubscribe. In this context, satisfaction is considered an initial factor of the attitude, because without satisfaction, consumers will not show support for the product that has been compared to other choices (Anggarawati, 2021).

### Research Methods

This research uses an associative type of research with a quantitative approach, which is measured using the coefficient of determination method with SPSS 29.0. The research population was customers of the Santuy coffee shop in Tambun and the sample was determined using a non-probability sampling method with a sample size of 105 people. The data used is primary data, which was collected through a questionnaire. The data analysis methods in this study include descriptive statistical analysis, data quality test, classical assumption test, multiple linear regression analysis, and hypothesis test.

### Conceptual Framework

The concept of the relationship between Service Quality, Customer Satisfaction, and Price to Customer Loyalty, can be seen in the following conceptual framework:

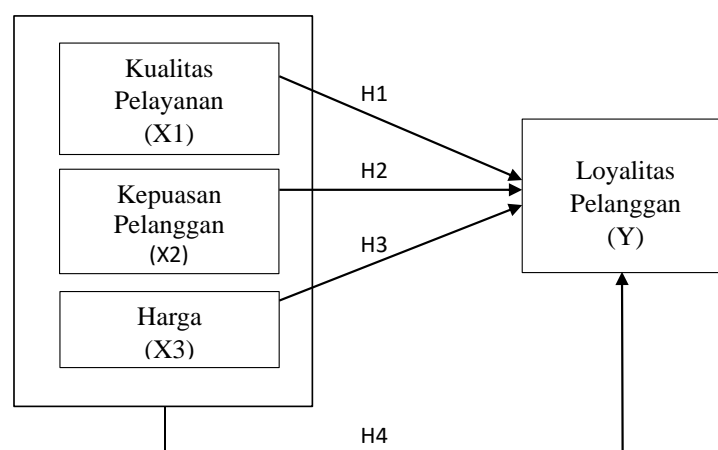


Figure 1. Conceptual Framework

## RESULTS AND DISCUSSION

Based on the literature review and relevant previous research, this study will discuss the results and discussion as follows.

### **Relationship of Service Quality (X1) to Customer Loyalty (Y)**

Independent variables separately have a significant relationship with dependent variables. It is known that the service quality variable (X1) has a significant relationship with customer loyalty (Y). This is evidenced by the result of the calculation of 2.181 greater than the table of 1.983 with a significance level of 0.024 less than 0.05. Therefore, it can be concluded that the service quality variable has a significant relationship with customer loyalty partially. This statement shows that customer loyalty is influenced by the quality of service provided by Warung Kopi Santuy employees. If employees provide good service, customers tend to be loyal, while poor service can result in disloyal customers and damage the reputation of Warung Kopi Santuy.

### **Relationship of Customer Satisfaction (X2) to Customer Loyalty (Y)**

Independent variables separately have a significant relationship with dependent variables. It is known that the customer satisfaction variable (X2) has a significant relationship with customer loyalty (Y). This is evidenced by the result of t calculation of 3.194 greater than t table of 1.983 with a significance level of 0.020 less than 0.05. Therefore, it can be concluded that the customer satisfaction variable has a significant relationship with customer loyalty partially. This statement explains that if customers are satisfied, they will show loyalty to the services provided. On the other hand, if they are not happy, they are less likely to be loyal to the company's products or services.

### **Price Relationship (X3) to Customer Loyalty (Y)**

Independent variables separately have a significant relationship with dependent variables. It is known that the Price variable (X3) has a significant relationship with customer loyalty (Y). This is evidenced by the result of the calculation of t of 2.985 greater than the table t of 1.983 with a significance level of 0.037 less than 0.05. So it can be concluded that the price variable has a significant relationship with customer loyalty partially. This statement that customers are likely to remain loyal to the product or service they perceive to provide or a value match that is proportional to the price paid.

### **Relationship between Service Quality (X1), Customer Satisfaction (X2), and Price (X3) to Customer Loyalty (Y)**

It is known that the coefficient value of R Square determinsai is 48.7 or 46% Differences in the variables of service quality, customer satisfaction and price can explain the difference in the variables of customer loyalty. The remaining 54% is explained by other causes that exist outside the variables in this study. This states that to improve overall customer loyalty, companies must adopt a more comprehensive and thorough approach.

## CONCLUSION

Based on the results of research that has been conducted on customers of Warung Kopi Santuy regarding the Influence of Service Quality (X1), Customer Satisfaction (X2), and Price (X3) on Customer Loyalty (Y), it can be concluded as follows: The service quality variable (X1)

has a significant relationship with customer loyalty (Y). This can be proven by the result of the calculation of  $t$  of 2.181 greater than the table  $t$  of 1.983 with a significance level of 0.024 less than 0.05. This statement explains that customer loyalty is determined by the quality of service from Warung Kopi Santuy employees. The customer satisfaction variable (X2) has a significant relationship with customer loyalty (Y). This can be proven by the result of the calculation of 3.194 is greater than the table of 1.983 with a significance level of 0.020 less than 0.05. This statement explains that if customer satisfaction with the performance of Warung Kopi Santuy employees is good, the results received will also be good. The Price variable (X3) has a significant relationship to customer loyalty (Y). This can be proven by the result of the calculation of 2.985 is greater than the table of 1.997 with a significance level of 0.037 less than 0.05. This statement states that customers tend to be loyal to products or services that are considered commensurate with the price paid. The results of the determination coefficient test showed a strong relationship between the variables of service quality, customer satisfaction, and price, with an  $R$  value of 0.693, which is more than 0.1, indicating a strong correlation. In addition, the value of the Adjusted  $R$  Square determination coefficient of 48.7 or 46% shows that customer loyalty is influenced by the variables of service quality (X1), customer satisfaction (X2) and price (X3), while the remaining 54% is influenced by other variables that were not studied in this study. Among the three, customer satisfaction has the most dominant influence on customer loyalty (Y).

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