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Examining Mediating Role Of Coffee Shop Customer Satisfaction In Indonesia

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Abstract

Customer loyalty is the tendency of customers to buy a product or use the services provided by a company with a high level of consistency. This study aimed to determine the effect of product and service quality on customer loyalty through customer satisfaction. The population in this study were coffee shop customers in Medan City, whose numbers were unknown. The research sample was 100 coffee shop customers in Medan City (Lemeshow method). The data collection technique uses a direct survey, where respondents answer questions directly via Google Forms. The data analysis technique used is SEM-PLS. The research results obtained consist of the following: there is a positive and insignificant influence between product quality on customer loyalty, there is a positive and insignificant influence between product quality on customer satisfaction, there is a positive and significant influence between customer satisfaction on customer loyalty, This study found that there is a positive and significant influence between customer satisfaction on customer loyalty. This study also proves the mediating role of customer satisfaction between the effect of product quality on customer loyalty and the mediating role of customer satisfaction between the effect of service quality on customer loyalty. This study shows the important role of product quality and service in increasing customer satisfaction in coffee shop customers in Medan. This study also proves the mediating role of customer satisfaction in the relationship between product quality and service on coffee shop customer loyalty in Medan.

Keywords: Product Quality, Service Quality, Customer Satisfaction, Customer Loyalty

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INTRODUCTION

The role of MSMEs in the national economy involves the government in preparing development programs in the National Medium-Term Development Plan (RPJMN). The RPJMN 20019-2024 emphasizes the development of business support systems for MSMEs and the development of entrepreneurship and competitive skills. This involves shaping business behavior to achieve more successful performance and structure of micro, small and medium enterprises. One of the MSMEs that is growing rapidly is the culinary sector. The growth of culinary MSMEs is rapidly happening in Indonesia; one example is coffee shop MSMEs. The increasing number of new coffee shops with various brands can mark this.

The development of Coffee shops in Indonesia is growing very fast; this rapid development can occur due to a slight shift in lifestyle and trends among the public, especially among young people to hang out. People are starting to make hanging out at coffee shops/coffee shops a routine shop/coffee shop that can also be used as a second workplace for workers besides the office. Hanging out at coffee shops has become a culture in big cities (such as Medan City) and many small cities.

This research is important because MSMEs contribute 60.4% to Indonesia's GDP. MSMEs in the beverage sector are one of the sectors growing rapidly, with coffee shop MSMEs as one example. Researchers are interested in researching because the coffee shop business is currently experiencing very rapid development in Medan City. The research phenomenon was obtained based on a pre-survey conducted on 45 coffee shop consumers, 57.8% of whom agreed that coffee packaging was an attraction to buy. At the same time, 42.2% stated that it was not important. Furthermore, 76% stated that facilities, Instangramable coffee shop interiors, musical entertainment, friendliness, and thoroughness of servers at coffee shops would make respondents happy to visit them. As many as 80% recommended a coffee shop that makes them happy.

RESEARCH METHODS

The unit of analysis of this research is individuals, namely coffee shop customers in Medan City. Determination of the population size is unknown because the total number of coffee shop customers is not available. Determination of the number of samples using non-probability sampling using purposive samples, namely students in Medan City who have bought at least two times at the same coffee shop. The number of samples was determined using the Lemeshow method, and there were 100 coffee shop consumers in

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Medan City. The data collection technique used is by conducting direct surveys to customers who have bought at least two times at the same café shop; then, the researcher conducts interviews and asks questions using an online questionnaire through the Google Form application, which is filled in directly by the researcher during the survey.

The questionnaire model is divided into two sections. The first consists of respondents' identity and collecting their demographic data. The second is a question instrument regarding the research variables, namely the product quality variable has seven question indicators. The service quality variable has six question indicators, the consumer satisfaction variable has seven question indicators, and the consumer loyalty variable has nine question indicators. A Likert scale of 1-5 is used in this study, where scores of 1 and 5 indicate opinions of "strongly disagree" and "strongly agree".

The analysis method used in this study is Path Analysis, uses an analytical tool called Structural Equation Model Partial Least Square (SEM-PLS). This analysis is an extension of multiple linear regression analysis, or the use of regression analysis to estimate the causal relationship between variables (causal models) previously determined (Ghozali, 2018). Structural equation modelling (SEM) analysis is based on variance, which can simultaneously evaluate measurement and structural models.

RESULTS OF DATA ANALYSIS AND RESEARCH

From Table 1 above it can be concluded that the majority of respondents are female with a percentage of 58%; this is because the Coffee Shop in Medan is indeed a favourite place for women to gather and tell stories, as well as men who make coffee shops in Medan a hangout the percentage is only 42%. The age with the largest majority is the age range of 20 - 23 years with a percentage of 49%; this is very reasonable considering that the age range is an age where someone usually wants to hang out with friends or their community more, to add insight and relationships in making friends. The highest level of education of respondents, around 53%, is the Bachelor's Degree / S1 education level; this is also by the large percentage of age where undergraduate students are> 20 years, following the high school education level with a percentage of 40%. In comparison, Diploma education is only 7%.

Table 1. Respondent Identity

Respondent Characteristics	Frequency	Percentage
Gender		

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1. Male	42	42%
2. Female	58	58%
Age		
1. 17 - 20 years	44	44%
2. 20 – 23 years	49	49%
3. 23 – 26 years	7	7%
Education		
1. High School	40	40%
2. Diploma	7	7%
3. Fresh Graduate	53	53%

Measurement Model Results

Composite Reliability

Construct validity and reliability are tests used to assess the reliability of a construct. The construct reliability value must be high enough. The composite dependency criterion is more than 0.6 (Juliandi, 2018).

Table 2. Composite Reliability

	Composite reliability
Product Quality	0,874
Service Quality	0,869
Customer Satisfaction	0,875
Cons. Loyalty	0,815

Composite reliability testing concludes that the job satisfaction variable is reliable because the composite reliability value of Product Quality is 0.874> 0.6. The Service variable is reliable because the composite reliability value is 0.869> 0.6. The Customer Satisfaction variable is reliable because the composite reliability value is 0.875> 0.6. The Customer Loyalty variable is reliable because the composite reliability value is 0.815> 0.6

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Discriminant validity

Discriminant validity is the extent to which a construct differs from other constructs (different constructs). The Heterotrait-Monotrait Ratio (HTMT) value is the latest measurement criterion. A construct has excellent discriminant validity if the HTMT value is 0.90 (Juliandi, 2018).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	Customer Satisfaction	Loyalty	Service	Product Quality
Customer Satisfaction				
Cons.Loyalty	0,866			
Service	0,721	0,786		
Product Quality	0,718	0,707	0,731	

The conclusion of the Heterotroit-Monotrait Ratio (HTMT) test in Table 3 above is that Product Quality on Customer Satisfaction has a Heterotroit-Monotrait Ratio of 0.718 <0.90, meaning that discriminant validity is good or different from other constructs (the construct is unique). The Product Quality variable on Customer Loyalty has a Heterotroit-Monotrait Ratio of 0.707 <0.90, meaning that discriminant validity is good or different from other constructs (the construct is unique). Variable Product Quality on Service Heterotroit-Monotrait Ratio 0.707 <0.90, meaning that discriminant validity is good or different from other constructs (constructs are unique). The Service Variable on Customer Satisfaction Heterotroit-Monotrait Ratio value is 0.721 <0.90, meaning that discriminant validity is good or different from other constructs (the construct is unique). Service Variables on Customer Loyalty Heterotroit-Monotrait Ratio 0.786 < 0.90, meaning that discriminant validity is good or different from other constructs (the construct is unique). Loyalty variable on Service Satisfaction Heterotroit-Monotrait Ratio 0.866 <0.90, meaning that discriminant validity is good or different from other constructs (the construct is unique).

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Test the Inner Model

Coefficient of Determination Test (R-Square)

R-squared (R^2) determines how much influence the specific independent latent variable has on the dependent latent variable (Juliandi, 2018).

Table 4. R-Square

	R Square	R Square Adjusted
Customer Satisfaction	0,730	0,727
Cons.Loyalty	0,374	0,371

The conclusions from testing the R-square value in Table 4 above are as follows: R-Square Adjusted = 0. 727 means that the ability of the Product Quality variable to explain Customer Satisfaction is 72.7%. Thus, the model is classified as substantial (strong); R-Square Adjusted model Path IV = 0.371, which means that the ability of the Product Quality variable to explain Customer Loyalty is 372.1%. Thus, the model is classified as substantial (weak).

F^2 Test

The F-Square measurement, also known as the effect size, is a method for determining the relative impact of the influencing (exogenous) variable on the affected (endogenous) variable. Effect change is also known as measurement (F-square). For example, the change in value when a particular exogenous variable is removed from the model can be used to determine whether the missing variable significantly impacts the endogenous construct (Gozali, 2018).

Table 5. F-Square

	Customer Satisfaction	Cons.Loyalty	Service	Product Quality
Customer Satisfaction				
Cons.Loyalty	0,221			
Service	0,362	0,637		2,702

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Product Quality	0,278	0,423	0,534	

The conclusion of the F-Square value can be seen in the table above as follows: The Service variable on Customer Satisfaction has a value of = 0.362, so the small effect of exogenous variables is endogenous. The Service variable on Customer Loyalty has a value of = 0.637, hence the large effect of the exogenous variable on the mediator. The Service to Customer Satisfaction variable has a value of = 2.702, hence the large effect of the exogenous variable on the mediator. The variable Product Quality on Customer Satisfaction has a value of = 0.278, hence the large effect of the mediator variable on the endogenous. The Product Quality variable on Customer Loyalty has a value of = 0.423, hence the large effect of the mediator variable on the endogenous. The variable Product Quality on Service Loyalty has a value of = 0.534, hence the large effect of the mediator variable on the endogenous.

Path Analysis

Direct effect

If the path coefficient value is positive, it indicates that an increase in the value of a variable is followed by an "increase" in the value of other variables, and vice versa. The probability (at P-Value) is compared with alpha (α) of 0.05. If the P-value < α (0.05), then H0 is rejected (meaning that the effect of a variable on other variables is not significant. More details can be seen in Table 2 below.

Table 6. Path Coefficient

	Standard Deviation	T-Statistic	P - Values
Customer Satisfaction – Customer Loyalty	0,057	1,239	0,041
Service Quality – Customer Satisfaction	0,031	27,625	0,000
Service Quality – Customer Loyalty	0,062	9,903	0,000
Product Quality – Customer Satisfaction	0,048	11,296	0,000
Product Quality - Customer Loyalty	0,034	10,300	0,000

The path coefficient in the table above shows that all path coefficient values are positive), namely, Customer Satisfaction and Customer Loyalty are positive and significant with a T-statistic value of 1.239 and P-value = 0.041. The effect of Service

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Quality on Customer satisfaction is positive and significant, with a T-statistic value of 27.625 and a P-value = 0.000. The effect of service quality on customer loyalty is positive and significant, with a T-statistic value of 9.903 and a P-value = 0.000. The effect of product quality on customer satisfaction is positive and significant, with a T-statistic value of 11.296 and a P-value = 0.000. The effect of product quality on customer loyalty is positive and significant, with a T-statistic value of 10.300 and a P-value = 0.000.

Indirect Effect

Indirect effect analysis is useful for testing the hypothesis of the indirect effect of the influence variable (exogenous) on the indirect effect of the influence variable (endogenous), which is mediated/mediated by the intervening variable (mediating variable).

Table 7. Indirect Effect Coefficient

	Standard Deviation	T-Statistic	P-Values
Product Quality - Customer Satisfaction - Customer Loyalty	0,034	3,450	0,001
Service Quality - Customer Satisfaction - Customer Loyalty	0,062	2,500	0,013

Thus, it can be concluded that the indirect effect value seen in Table 3 is The indirect effect of product quality on customer loyalty mediated by Customer Satisfaction, which is 3.450 with a P-value of 0.001 (significant). This means that customer satisfaction mediates the effect of product quality on customer loyalty. Furthermore, the indirect effect of service quality on customer loyalty mediated by Customer Satisfaction is 2.500 with a P-value of 0.013 (significant). Customer satisfaction mediates the effect of Service Quality on Customer Loyalty.

DISCUSSION

This study found that the effect of product quality on customer loyalty is positive and insignificant. These findings mean that customer loyalty will also increase as product quality increases. A significant value indicates that product quality affects customer loyalty. This means that product quality has a positive influence on loyalty. In other words,

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with good product quality, consumers will be loyal to the company. While this significant effect shows that product quality has a real impact on consumer loyalty. Previous research also examines how the relationship between product quality and customer loyalty. Based on previous research conducted by (Siregar et al., 2022 Pribadi et al., 2021 Miranti, 2022 Pranoto 2020 Burhanuddin, 2021) states that product quality has a major influence on customer loyalty.

This study found that the effect of product quality on customer satisfaction is positive and insignificant. These findings mean that customer satisfaction will also increase as product quality increases. A significant value indicates that product quality affects customer satisfaction. This finding means that customers feel satisfied if the dish products they buy are of good quality. This condition shows that good taste, a large variety, the right temperature when served, and an attractive appearance influence customers to feel satisfied with the product. Previous research also examines how the relationship between product quality and customer satisfaction. Based on the results of research conducted by (Tirtayasa, 2017 Tirtayasa et al., 2021; Nofriza, 2022; Tirtayasa e al., 2021; Ningsih et al., 2020; Fadli et al., 2022; Hafidh et al., 2020; Mutiara, 2022); Tirtayasa et al., M. (2023). states that product quality is proven to positively and significantly affect customer satisfaction.

From this study, it was found that the effect of service quality on customer loyalty is positive and significant. So that way, the effect of service on customer loyalty is unidirectional; if the value of service increases, customer loyalty increases. Customers who receive quality services will get value from the previously purchased services. Parasuraman 2 (two) states that the main factors that affect service quality are expected and perceived services. If the service received/felt is as expected, the service quality is perceived as good and satisfying. If the service received/felt exceeds customer expectations, the quality is perceived as ideal. Conversely, the service quality is poor if the service received/felt is lower than customer expectations. Thus, the good and bad quality of the service depends on the service provider's ability to meet customer expectations consistently. This research is in line with previous research conducted (Simatupang, 2022; Pranoto, 2020; Burhanuddin, 2021), which states that service quality significantly affects customer loyalty.

This research found that the effect of customer satisfaction on customer loyalty is positive and significant. That way, this finding means that the higher the level of service quality, the higher the level of customer satisfaction. Service quality is closely related to

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customer satisfaction because it encourages customers to establish long-term mutually beneficial bonds with the company. This kind of emotional bond allows the company to thoroughly understand the expectations and needs of consumers, which in turn can increase customer satisfaction. This research is in line with research conducted by (Nofriza, 2022; Prasetya, et al., 2022; Tirtayasa, 2021a; Tirtayasa, 2021b) which states that the effect of service quality on customer satisfaction.

This research found that the effect of customer satisfaction on customer loyalty is positive and significant. With a path coefficient value of 0.000 <0.05. These findings mean that the higher the level of customer satisfaction, the higher the customer loyalty. Customer satisfaction and loyalty are related to one another. Product characteristics and buyer patterns influence the relationship between the two. A positive attitude towards the product will increase customer satisfaction and vice versa; if the consumer's attitude towards the product is not good, it will not reach the maximum level of customer satisfaction. For this reason, the company must have a strategy so that consumers become loyal and can influence other customers to make purchases. This research is in line with research conducted by (Fathoni et al., 2021; Daulay et al., 2021; Nasib et al., 2021), which says there is a significant influence between customer satisfaction and customer loyalty.

This study found that customer satisfaction plays a positive and significant role in mediating Product Quality on Customer Loyalty. Product quality has become a dominant factor in the success of both profit and non-profit organisations, because if consumers feel that the quality of the products they receive is good or as expected, they will feel satisfied, trust and commit to become loyal consumers. This research is in line with research conducted by (Familiar et al., 2015); Askari & Ngatno, 2014); Tirtayasa, Satria & Ramadhana Fitri, M. (2023).

This study found that customer satisfaction plays a positive and significant role in mediating service to customer loyalty. Satisfaction is one of the important things in a company's success, and one way to increase satisfaction is to provide services that meet customer expectations so that it can foster a sense of satisfaction which will lead to customer loyalty to make repeat purchases in the future. The results of this study are supported by research conducted by (Amelia, 2018; Nasib, et al., 2022; Hartanto, et al., 2019), where customer satisfaction positively and significantly acts as an intervening variable from the relationship between service quality and customer loyalty.

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CONCLUSION

This study aimed to determine the effect of product and service quality on customer loyalty through customer satisfaction coffee shop customers in Medan City, Indonesia. From the discussion above, it can be concluded that the effect of product quality and service quality on customer satisfaction and customer loyalty is positive and significant ($p < 0.05$). The effect of customer satisfaction on customer loyalty is positive and significant ($p < 0.05$). This study found that customer satisfaction plays a role in mediating product quality and service quality on coffee shop customer loyalty in Medan City, Indonesia ($p < 0.05$). Based on the above conclusions, the suggestions that can be given are that coffee shops in Medan, Indonesia must be able to maintain and improve product quality for the better to compete and can further increase customer satisfaction so that customers will become loyal. Coffee shops must continue to provide good service in other dimensions. Regarding physical quality, coffee shops provide a comfortable place and an attractive place to see. Regarding the quality of responsiveness, the coffee shop provides clear information to consumers about product availability, and is responsive to orders made by consumers.

This study has several limitations that can be considered further for future researchers such as: In this study, the data generated only from the questionnaire instrument obtained from the respondents' answers, so the conclusions obtained are only based on the data collected from the instrument. The questions in the questionnaire are only closed questions; therefore, it is necessary to make a questionnaire with open questions. Furthermore, this study tests the variable effect of product and service quality on loyalty mediated by customer satisfaction. For further research, it is necessary to test other variables as mediating variables, such as perceived value, trust, and purchasing decisions.

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