

The Effect Of Service Quality And Customer Satisfaction On Customer Loyalty At Coffee Flamboys Roaster Bandar Lampung

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Abstract

This study aims to analyze the effect of service quality and customer satisfaction on customer loyalty at Coffee Flamboys Roaster, Bandar Lampung. Using quantitative methods and multiple regression analysis, this study involved 83 respondents selected through purposive sampling technique. The analysis results show that service quality has a positive and significant effect on customer loyalty, with a regression coefficient of 0.471. In addition, customer satisfaction also contributes positively to customer loyalty with a coefficient of 0.347. Simultaneous analysis shows that these two independent variables together have a significant influence on customer loyalty, with the R^2 value indicating a substantial contribution to the variation in loyalty. These findings emphasize the importance of improving service quality and customer satisfaction to build sustainable loyalty. Therefore, it is recommended that Coffee Flamboys Roaster improve product and service quality, and provide training to employees to increase empathy in service. This research provides valuable insights for coffee shop managers in an effort to increase customer loyalty in the midst of intense competition.

Keywords:Service Quality, Customer Satisfaction, Customer Loyalty

INTRODUCTION

In the era of globalization and increasingly tight business competition, companies are required to not only offer quality products, but also satisfactory services. Service

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quality is one of the key factors that can influence customer perception of a brand. Good service quality will be an advantage for the company (Dunan & Prasela, 2021). Customers who receive good service tend to feel satisfied and more loyal to the brand. Therefore, a deep understanding of the relationship between service quality, customer satisfaction, and customer loyalty is essential for companies that want to survive and thrive in a competitive market.

Customer loyalty, defined as a customer's commitment to continue shopping with a company, is a valuable asset for any business. Loyal customers will not only make repeat purchases, but can also become positive brand ambassadors, recommending products to others. Therefore, in the coffee industry, where customer preferences vary widely, creating a delightful customer experience is even more vital. Service quality covers various aspects, including speed of service, employee attitudes, and the ability to meet customer expectations.

By improving high quality of service, customer satisfaction can be increased. (Zeithaml et al., 2018) In a study of the food and beverage industry, (Kumar & Reinartz, 2016) found that companies that focus on positive customer experiences tend to have higher levels of loyalty. On the other hand, customer satisfaction is a feeling that arises when customer expectations for a product or service are met or exceeded. (Homburg & Tischer, 2023) emphasizes that customer satisfaction is not only influenced by product quality, but also by service quality. When customers are satisfied, they are more likely to remain loyal and make repeat purchases.

Coffee Flamboys Roaster is one of the Coffee Shops that is familiar to the public, especially in Bandar Lampung, Coffee Flamboys Roaster is a local coffee shop in Bandar Lampung and has been established since 2018. Coffee Flamboys Roaster strives to provide the best service to its customers. In facing competition with more famous coffee brands such as Kopi Kenangan and Janji Jiwa, as well as several local brands that are also successful, such as Nuju Coffee, Adiksi Coffee, and Tukamu Coffee. Making Coffee Flamboys Roaster must continue to strive to attract customers to survive in the midst of today's fierce competition.

The real symptoms faced by customers in the coffee market during 2024 are many who feel dissatisfied with the quality of service they receive. Many customers report negative experiences, such as long waiting times, lack of attention from staff, and inconsistent product quality. This can cause customers to feel disappointed and potentially switch to other coffee shops that offer better service. Therefore, it is important



for coffee shops like Flamboys Roaster to understand and address these issues in order to increase customer satisfaction.

With increasingly tight competition like this, service quality and customer satisfaction are key factors that can determine business sustainability. Coffee shops that are able to provide positive experiences to customers will not only increase satisfaction, but also encourage customer loyalty. This study aims to analyze the effect of service quality and customer satisfaction on customer loyalty at Kopi Flamboys Roaster, so that in the end it can increase sustainable customer loyalty.

Formulation Of The Problem

1. Does Service Quality Influence Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung?
2. Does Customer Satisfaction Influence Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung?
3. Does Service Quality and Customer Satisfaction Influence Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung?

RESEARCH PURPOSES

The purpose of this research is to determine the influence of:

1. Quality of Service to Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung
2. Customer Satisfaction Towards Customer Loyalty At Coffee Flamboys Roaster Bandar Lampung
3. Service Quality and Customer Satisfaction towards Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung

LITERATURE REVIEW

Quality Of Service

Service quality is the customer's assessment of how well the service provided meets their expectations. According to research by (Akbar, 2023) Service quality consists of several dimensions, namely reliability, responsiveness, assurance, empathy, and physical evidence. Therefore, good service quality is very important for creating positive experiences for customers, which directly impacts their satisfaction and loyalty. Various studies have shown that service quality has a significant positive impact on customer satisfaction. (Devi & Yusuf, 2022) found that good service quality at Massa Coffee Shop Bandung will also increase high customer satisfaction. This study is in line with the

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findings(Dahmiri, 2023)which reveals that optimal service quality can significantly increase customer satisfaction. This shows that customers who are satisfied with the service they receive tend to return and recommend the place to others. Customer loyalty is often the result of satisfaction gained through good service experiences.(Amelia & Safitri, 2021)emphasizes that high service quality contributes to customer loyalty through perceived satisfaction. Thus showing that customers who are satisfied with the service will be more likely to be loyal and make repeat purchases. Service Quality Indicators According to (Gloriano & Nugraha, 2022) 1. Physical evidence 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy

Customer Satisfaction

Customer satisfaction is a feeling of pleasure or displeasure that arises as a result of comparing customer expectations and the performance of a product or service received. This is reinforced by(Ardansyah, Hepiana Patmarina, 2023)Customer satisfaction is a measure of how happy customers are with what they receive. This includes looking at how things compare to what customers expected. According to(Kotler & Keller, 2016)Customer satisfaction is an evaluation made by customers after using a product or service, which can influence future decisions. With good service quality, customer satisfaction can be increased. Research by(Apriyani, 2017)shows that high service quality at The Little A Coffee Shop Sidoarjo contributes to high levels of satisfaction. Customer satisfaction is the result of positive customer experiences during interactions with products that have a major impact on satisfaction. Research by(Mastarida, 2023) emphasizes that good customer experience can increase satisfaction and loyalty. Customer Satisfaction Indicators According to Kotler and Keller in research (Tjiptono, 2019) 1. Quality of Goods 2. Quality of Service 3. Price 4. Delivery Time 5. Security

Customer Loyalty

Customer loyalty is one of the important aspects in marketing management, especially in the increasingly competitive coffee industry. Customer loyalty not only reflects consumer satisfaction with the products and services provided, but also affects the sustainability of the business. Customer loyalty is about the act of consistently choosing certain products and services over others.(Ngo et al., 2022). Customer loyalty is a condition that supports making regular purchases of goods or services and having a commitment to the company that recommends the goods or services.(Iskandar,

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2019).(Main et al., 2024)found that product quality, service, and price perception have a positive effect on customer loyalty at Kopi Kenangan. This shows that in the context of a coffee shop, customers tend to be loyal if they feel they are getting good value from their experiences.

(Ramdan & Yun, 2024) examines the effect of product quality and brand image on customer loyalty through customer satisfaction on ready-to-drink coffee products Luwak White Koffie. This study found that strong brand image and high-quality products contribute to increased customer satisfaction, which in turn increases their loyalty.(Haedi, 2023) In their study on the influence of service quality, location, and store atmosphere on customer satisfaction and loyalty at the Dado Kalisari coffee shop, they found that service quality directly affects customer satisfaction, which then has a positive impact on loyalty.(Lathifa & Silvianita, 2023) examined Customer Loyalty of Kopi Kenangan in terms of Customer Experience, Service Quality and Customer Satisfaction. This study shows that the positive experience that customers get during their visit contributes to increasing their loyalty. Customer Loyalty has 4 dimensions according to Sugiyono in his research(Endri, 2018)Customer loyalty indicators include: 1. Repeat Purchase 2. Recommendations 3. Purchases in Larger Quantities 4. More Frequent Visits 5. Resistance to Competitors

Relevant Previous Research

1. Research result(Aprilia & Citizens, 2024)about "The influence of Ethical Sales Behavior, Brand Equity, and Customer Experience on Ketje Coffee Customer Loyalty in Bandar" shows that ethical sales behavior, brand equity, and customer experience have a significant impact on customer loyalty at Kopi Ketje in Bandar Lampung. The results of the study indicate that the customer experience variable has the greatest influence on customer loyalty, with a value of 0.015. The results of the F test indicate that all variables play a role in supporting customer loyalty.
2. Research result(Tsalatsa & Tri, 2021)about "The Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Kopi Caffee Discussion" The results of this study indicate that service quality (X1) partially has a positive and significant effect on customer loyalty with a sig value of 0.043. The results of the study indicate that the customer satisfaction variable (X2) partially has a positive and significant effect on customer loyalty with a sig value of 0.032. The results of the study indicate that the service quality and customer satisfaction variables simultaneously have a positive and significant effect on customer loyalty with a sig value of 0.043. With an Adjusted R

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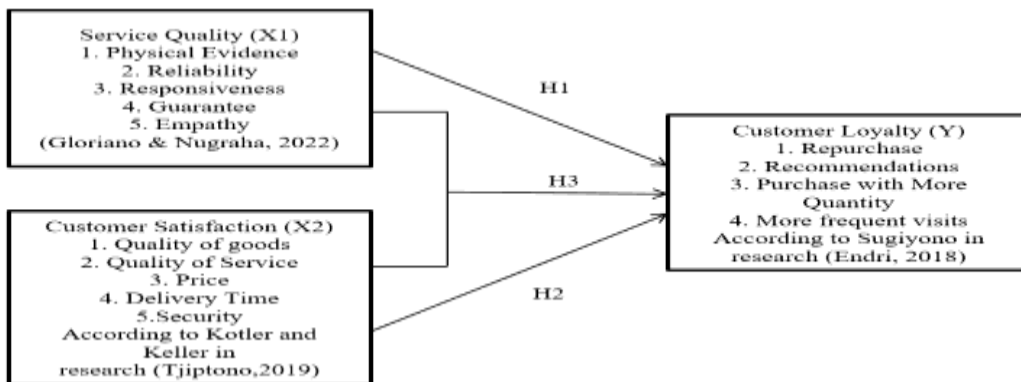
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Square value of 0.211, which means that 21.1% of customer loyalty is influenced by service quality and customer satisfaction.

Conceptual Framework



Hypothesis

H1: There is a significant positive influence between service quality and customer loyalty at Kopi Flamboys Roaster in Bandar Lampung.

H2: There is a significant positive influence between customer satisfaction and customer loyalty at Kopi Flamboys Roaster in Bandar Lampung.

H3: There is a significant positive influence between service quality and customer satisfaction at Kopi Flamboys Roaster in Bandar Lampung.

RESEARCH METHODOLOGY

This study will analyze the influence of service quality and customer satisfaction on the loyalty of the Flamboys Roaster Coffee Shop Service in Bandar Lampung. The type of research used in this study uses a quantitative type based on multiple regression analysis. Quantitative research methods are research methods that use data, namely numbers that are emphasized on objective measurement of results accompanied by statistical analysis. (Balaka, 2022).

The population in this study is all customers who have enjoyed the services of Coffee Flamboys Roaster in Bandar Lampung. Because the number of population is not known for sure, the sampling method is used with the Slovin formula to determine the sample size as follows;

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{500}{1 + 500 (0,01)}$$

$$n = \frac{500}{6}$$

$$n = 83.33$$

n is the sample size, N is the population size, and e is the margin of error set at 10% or 0.10. Based on information from Flamboys, the population in the last 2 months is estimated to reach 500 customers, so the sample calculation is 83.33 which is rounded up to 83. Thus, the number of samples used in this study is 83 respondents. The sampling technique applied is purposive sampling, where samples are taken with certain criteria, such as customers who have used the Coffee Flamboys Roaster service in the last six months and customers aged over 16 years, so that they are able to provide valid answers related to service quality, satisfaction, and loyalty. Primary data were collected through a questionnaire designed using a 5-point Likert scale, with indicators that measure service quality, customer satisfaction, and customer loyalty.

The data obtained were analyzed using descriptive analysis to describe the characteristics of respondents, as well as multiple linear regression analysis to test the effect of service quality and customer satisfaction on customer loyalty. The regression equation used is:

$$Y = a + b_1X_1 + b_2X_2$$

Y is customer loyalty, is service quality, is customer satisfaction, is constant, and is regression coefficient, and is error. With this methodology, the study is expected to provide comprehensive results regarding the factors that influence customer loyalty at Coffee Flamboys Roaster in Bandar Lampung. $X_1X_2ab_1b_2e$ This study uses statistical calculations to facilitate testing for data analysis, therefore the analysis above uses the SPSS 25 application tool.

RESULTS AND DISCUSSION

Validity Test

Based on the results of the validity test that has been carried out on variables X1, X2 and Y, the calculated r-value shows a number that is greater than the r-table of 0.2159, so all statements are declared valid.

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Reliability Test**Table 1. Reliability Test Results**

Variables	Cronbach's Alpha	Explanation
Service Quality (X1)	0.867	Reliable
Customer Satisfaction (X2)	0.680	Reliable
Customer Loyalty (Y)	0.840	Reliable

Source: Processed by SPSS 25, 2024

When the Cronbach's Alpha value > 0.60 then all statements can be said to be reliable. Based on the results of the reliability test, the Cronbach's Alpha value > 0.60 then all statements can be said to be reliable.

Multiple Linear Regression Analysis**Table 2. Multiple Linear Regression Test Results**

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,008	4.394		1,595	.115
Service Quality (X1)	.471	.104	.486	4,547	.000
Customer Satisfaction (X2)	.347	.138	.268	2,512	.014

a. Dependent Variable: Customer Loyalty (Y)

Source: Processed by SPSS 25, 2024

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 7.008 + 0.471X_1 + 0.347X_2$$

- The constant of 7.008 shows that if X1 and X2 have a value of 0, the value of Y remains at 7.008.
- Based on variable X1, the results of the regression test show that variable X1 has a positive regression coefficient with a value of 0.471, meaning that if there is an increase in the value of variable X1 by 1 point, there will also be an increase in variable Y by 0.471.



- c. Based on the X2 variable, the results of the regression test show that the X2 variable has a positive regression coefficient with a value of 0.347, meaning that if there is an increase in the value of the X1 variable by 1 point, there will also be an increase in the Y variable by 0.347.

t-Test (Partial)**Table 3. t-Test Results**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,008	4.394		1,595	.115
	Service Quality (X1)	.471	.104	.486	4,547	.000
	Customer Satisfaction (X2)	.347	.138	.268	2,512	.014

a. Dependent Variable: Customer Loyalty (Y)

Source: Processed by SPSS 25, 2024

- a. Based on the results of the analysis of the table above, the calculated t value is 4.547 > t table 1.990 and significant 0.000 < 0.05, so it can be concluded that Service Quality (X1) has a positive and significant effect on Customer Loyalty (Y) so that H1 is accepted and Ho is rejected.
- b. Based on the analysis results from the table above, the calculated t value is 2.512 > t table 1.990 and significant 0.014 < 0.05, so it can be concluded that Customer Satisfaction (X2) has a positive and significant effect on Customer Loyalty (Y) so that H1 is accepted and Ho is rejected.

F Test (Simultaneous)**Table 4. F Test Results**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	951,713	2	475,857	36,792	.000b
	Residual	1034.696	80	12,934		
	Total	1986.410	82			

a. Dependent Variable: Customer Loyalty (Y)

Predictors: (Constant), Customer Satisfaction (X2), Service Quality (X1)

Source: Processed by SPSS 25, 2024

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Based on the results of the analysis of the table above, the calculated f value is $36.792 > f \text{ table } 3.960$ and the significance value is $0.000 < 0.05$, so it is concluded that there is a positive and significant influence on the variables of Service Quality (X1) and Customer Satisfaction (X2) simultaneously on Customer Loyalty (Y) so that H3 is accepted and H_0 is rejected.

Coefficient of Determination Test

Table 5 Results of Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692a	.479	.466	3,596
a. Predictors: (Constant), Customer Satisfaction (X2), Service Quality (X1)				

Source: Processed by SPSS 25, 2024

Based on the results of the analysis above, the percentage of the Customer Loyalty variable (Y) that can be explained by the Service Quality variable (X1) and Customer Satisfaction (X2) is 47.9% or 0.479, while the remaining 52.1% is explained by traffic variables outside this study.

DISCUSSION

Based on descriptive analysis shows the diverse demographic characteristics of 83 respondents, including age, gender, and frequency of visits to Coffee Flamboys Roaster, which are important for understanding customer preferences and needs. The results of the regression analysis revealed that service quality (X1) has a significant positive effect on customer loyalty (Y), with a coefficient of 0.471, indicating that increasing service quality is directly related to increasing customer loyalty. This is in line with (Tsalatsa & Tri, 2021) said that good service quality can create a positive experience for customers, which in turn increases their loyalty. In addition, customer satisfaction (X2) also shows a positive coefficient of 0.347, indicating that every 1 point increase in customer satisfaction will increase customer loyalty by 0.347 points. This shows that customer satisfaction is a key factor in building loyalty, where satisfied customers tend to return and recommend the service to others. Multiple regression analysis shows that both service quality and customer satisfaction simultaneously have a positive and significant



effect on customer loyalty, with the R^2 value indicating that the independent variables can explain a significant percentage of the variation in customer loyalty. Therefore, Coffee Flamboys Roaster needs to focus on improving service quality and customer satisfaction through employee training, improving product quality, and developing loyalty programs. If the empathy value in service gets low results, special training to improve employee interpersonal skills can be an effective step. Thus, this study successfully shows that service quality and customer satisfaction have a significant influence on customer loyalty at Coffee Flamboys Roaster, providing deeper insight into the factors that influence customer loyalty and the steps that can be taken to improve service quality at the coffee shop.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the data processing above, the following conclusions can be drawn:

1. Service Quality Has a Positive and Significant Influence on Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung
2. Customer Satisfaction has a positive and significant effect on Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung
3. Service Quality and Customer Satisfaction simultaneously have a positive and significant effect on Customer Loyalty at Coffee Flamboys Roaster Bandar Lampung

Suggestion

1. In the service quality and customer satisfaction variables, the one that gets the lowest score is variable X2, namely customer satisfaction, therefore, Coffee Flamboys Roaster Bandar Lampung needs to improve something that can increase customer satisfaction, such as providing better product quality and providing attractive offers.
2. In statement 9 about empathy on the service quality variable, the results are lower than other statements, so there needs to be special training to improve employee empathy skills. Target to increase this value to at least 4 in the next survey.
3. The regression results show that the coefficient for service quality (X1) is 0.471, which means that every 1 point increase in service quality will increase customer loyalty (Y) by 0.471 points. Therefore, Coffee Flamboys Roaster needs to focus on improving service aspects, such as reliability and responsiveness, to increase the value of X1.



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