International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Relationship Marketing, Perceived Quality And Servicescape On Customer Loyalty At Kopi.Kepin Cafe

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Abstract

This study aims to determine the influence of Relationship Marketing, Perceived Quality, and Servicescape, both partially and simultaneously, on Customer Loyalty at Kopi.Kepin Café, Bima City. The background of this study is based on the tight competition in the café industry, which requires business actors to build customer loyalty amidst the constraints of inconsistent product quality and the comfort of outdoor areas during bad weather.

The type of research used is associative with a quantitative approach. The population in this study is all consumers of Kopi.Kepin Café with an unknown number of certainty. The sample determination was carried out using the Unknown Population formula combined with purposive sampling technique, resulting in a sample of 96 respondents who met certain criteria. Data were collected through observation, literature study, and distribution of questionnaires with a Likert scale. Data analysis techniques applied include instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), multiple linear regression analysis, correlation and determination coefficient analysis, and hypothesis testing through t-tests and F-tests using the SPSS program.

The results of multiple linear regression analysis produce the equation $Y = 5.346 + 0.312X_1 + 0.437X_2 + 0.295X_3$. Based on the t-test (partial), the variables Relationship Marketing ($t\text{-count } 4.160 > t\text{-table } 1.986; p=0.000$), Perceived Quality ($t\text{-count } 3.020 > t\text{-table } 1.986; p=0.003$), and Servicescape ($t\text{-count } 3.010 > t\text{-table } 1.986; p=0.004$) each have a positive and significant effect on customer loyalty. Simultaneously (F test), the three independent variables have a significant effect on customer loyalty ($F\text{-calculated} 15.930 > F\text{-table} 2.47; p=0.000$). The correlation coefficient value (R) of 0.585 indicates a moderate/fairly strong relationship. The coefficient of determination value (Adjusted R Square) of 0.342 indicates that variations in customer loyalty

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can be explained by the three variables by 34.2%, while the remaining 65.8% is influenced by other factors outside this research model.

Keywords: Reletionship Marketing, Perceived Quality and Serceived Quality, Costumer Loyality

INTRODUCTION

The development of the business world is progressing rapidly alongside changing times, particularly in the field of marketing. Establishing a business depends not only on sufficient capital but also on economic conditions, people's purchasing power, and the selection of a strategic location. One type of business that is growing rapidly and gaining popularity is the café industry. Building a café requires careful planning so that operations can run according to the company's vision and mission. Business owners are required to provide the best service to customers in order to build loyalty, so that customers will not only return but also recommend the business to others. Cafés that provide good service quality and are open to feedback and complaints tend to have better chances of surviving and growing. Therefore, paying attention to customer needs and experiences is essential in creating loyalty. Loyal customers contribute positively to business sustainability by improving the business image, expanding promotion through word-of-mouth recommendations, and fostering long-term profitable relationships.

Relationship Marketing can be understood as a company's effort to build good long-term relationships with customers, thereby encouraging customer loyalty (Nurbakti & Beddu, 2022). In their research, Mulyaningtiyas et al. (2020) explain that Relationship Marketing serves to build customer loyalty and ensure business continuity. In the context of Kopi.Kepin Café, Relationship Marketing requires the business not only to meet customer expectations but also to emphasize key elements such as trust, commitment, communication, customer satisfaction, and perceived value. These elements form the quality of the relationship between the company and its customers, directly contributing to sustainable loyalty.

According to Kataria & Saini (2020), Perceived Quality refers to customers' overall subjective assessment of the services and products they receive, which creates a product differentiation in their minds. To achieve satisfaction, the level of Perceived Quality must be high enough to encourage loyalty. As explained by Meilani et al. (2020), Perceived Quality represents customers' belief regarding the quality of products or services, which is then evaluated to determine their level of excellence.

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Servicescape, according to Juliana & Noval (2020), refers to all physical facilities provided by the company during service delivery, which can be perceived by customers and positively influence satisfaction and, ultimately, loyalty. Examples include interior and exterior design, parking space, menus, and other supporting facilities. Rahmawati (2024) emphasizes that a well-designed servicescape creates positive sensory stimulation that influences customers' emotions and behavior during and after their visit.

According to Nurbakti & Beddu (2022), Customer Loyalty is defined as a mutual relationship based on commitment and the intention to make repeated purchases from the service provider, who in turn strives to provide satisfaction. Loyalty is vital in business to ensure the continuity of service delivery, as loyal customers are willing to make repeated purchases of the same or different products over time.

Kopi.Kepin Café was established on August 9, 2024. The name "Kopi.Kepin" is derived from the owner's name as a form of personal identity and to build a distinctive and easily recognizable brand. The café is located at Jalan Gajah Mada Rabadompu Barat No. 15, Kota Bima, in a strategic location easily accessible to the local community. Kopi.Kepin aims to provide a comfortable place for coffee lovers and customers seeking relaxation. In addition to various types of coffee, it offers a wide range of food and non-coffee beverages, totaling approximately 66 menu items.

Based on initial observations at Kopi.Kepin Café, relationship marketing efforts have shown that while interaction and loyalty have been established, the emergence of new cafés and attractive promotions from competitors still pose a risk of customers switching. This is also related to Perceived Quality, where customers sometimes feel the product quality does not meet their expectations. Furthermore, Servicescape also affects comfort, as some open seating areas expose customers to rain or cold weather, which can reduce their overall experience.

Based on the above background, the researcher is interested in conducting a study titled: **"The Influence of Relationship Marketing, Perceived Quality and Servicescape on Customer Loyalty at Kopi.Kepin Café."**

Problem Identification

From the background described above, the following problems are identified:

1. High market competition.
2. Perceived quality at Kopi.Kepin does not always meet customer expectations.
3. The café's interior design is less efficient.

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Problem Formulation

Based on the problem identification, the research questions are formulated as follows:

1. Does Relationship Marketing significantly influence customer loyalty at Kopi.Kepin Café?
2. Does Perceived Quality significantly influence customer loyalty at Kopi.Kepin Café?
3. Does Servicescape significantly influence customer loyalty at Kopi.Kepin Café?
4. Do Relationship Marketing, Perceived Quality, and Servicescape simultaneously influence customer loyalty at Kopi.Kepin Café?

Research Objectives

Corresponding to the research questions, the objectives of this study are:

1. To determine whether Relationship Marketing significantly influences customer loyalty at Kopi.Kepin Café.
2. To determine whether Perceived Quality significantly influences customer loyalty at Kopi.Kepin Café.
3. To determine whether Servicescape significantly influences customer loyalty at Kopi.Kepin Café.
4. To determine whether Relationship Marketing, Perceived Quality, and Servicescape simultaneously influence customer loyalty at Kopi.Kepin Café.

LITERATURE REVIEW

Theoretical Framework

1. Relationship Marketing

Relationship Marketing is a direct approach to get closer to customers and establish two-way communication that is mutually beneficial for both the customer and the company. Chan (2003) cited in Nurbakti & Beddu (2022) states that Relationship Marketing is a marketing concept increasingly adopted by entrepreneurs, as they recognize the importance of building good communication and relationships to meet customer expectations over time. Similarly, Putri & Nursinta (2017) define it as a continuous process that requires businesses to maintain ongoing communication with customers, ensuring goals are met and integrating Relationship Marketing into strategic planning to manage resources effectively and fulfill future customer needs.

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Indicators of Relationship Marketing (Nurbakti & Beddu, 2022):

1. Customer Trust: Customers' belief in the quality, integrity, and reliability of the company or its products/services.
2. Commitment: The company's willingness to maintain the relationship and the customer's willingness to continue transacting.
3. Communication: Effective and open two-way interaction to build understanding and rapport.
4. Customer Orientation: The company's focus on meeting and exceeding customer needs and expectations.

2. Perceived Quality

According to Neto (2020), Perceived Quality is customers' subjective assessment of the overall quality of the products or services they experience. Eliasari Sukaatmadja (2017) notes that Perceived Quality is essential for service businesses, as it allows them to compare the products and services they provide. When Perceived Quality is high, it enhances service and product standards, strengthens the company's competitive advantage, and makes customers loyal as they feel satisfied (Auryn Aprillia, 2022). Snoj (2004) cited in Andianto & Firdausy (2020) explains that Perceived Quality is the customer's evaluation of a product or service, which directly influences their purchasing behavior over time.

Indicators of Perceived Quality (Augustinus G, 2019):

1. Good Quality: Customers' overall impression of the excellence and quality of the product/service, matching their expectations.
2. Consistent Quality: Products or services maintain the same standard and stability each time they are used or consumed.
3. Reliable Products: Products function well, meet their intended purpose, are durable, and deliver the promised benefits consistently.

3. Servicescape

Juliana & Noval (2020) citing Hightower Jr. & Shariat (2009) define Servicescape as all physical attributes surrounding customers during service delivery. Companies must design the environment according to customer preferences to build their desired identity. Bordoloi et al. (2014) describe Servicescape as physical facilities that influence customer behavior, loyalty,

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and generate positive outcomes for both parties. Tjiptono (2015) adds that Servicescape includes the physical environment, such as exterior elements, parking areas, and supporting equipment.

Indicators of Servicescape (Wartama & Thahir, 2021):

1. Ambient Conditions: Lighting, temperature, air quality, sound, music, and cleanliness.
2. Spatial Layout and Functionality: Arrangement of seating, space, equipment, and furniture.
3. Signs, Symbols, and Artifacts: Company logo, decorations, and visual elements.

4. Customer Loyalty

Aaker cited in Nurbakti & Beddu (2022) defines Loyalty as the behavior resulting from the service received, making customers committed to return and make repeated purchases. Khadka & Maharjan (2017) cited in Auryn Aprillia (2022) describe it as a commitment to continue using a product or service because of positive experiences. Loyalty is built when customers trust the company's offerings, and maintaining this loyalty is essential for business continuity.

Indicators of Customer Loyalty (Tjiptono cited in Desti Ikromah et al., 2019):

1. Repeat Purchase: Customers consistently return to buy the same product or service.
2. Consumption Habit: Customers include the business's offerings in their daily routine.
3. Preference for the Product/Service: Customers hold a positive attitude and emotional preference toward the company.

5. Relationship Between Relationship Marketing and Customer Loyalty

Relationship Marketing is a strategy to build long-term connections, fostering repeat transactions and loyalty. Saputra et al. (2018) state that better Relationship Marketing leads to higher loyalty. This is supported by Telagawathi (2022) and Amelia (n.d.), who found that Relationship Marketing has a positive and significant effect on customer loyalty.

6. Relationship Between Perceived Quality and Customer Loyalty

High Perceived Quality leads to satisfaction and loyalty, as customers feel the product or service is worth their investment (Auryn Aprillia, 2022). Research by Hasibuan et al. (2024) and Yolanda et al. (2021) confirms that Perceived Quality significantly influences customer loyalty.

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7. Relationship Between Servicescape and Customer Loyalty

The physical environment is vital in attracting and retaining customers. A clean, well-organized, and comfortable space creates satisfaction and loyalty (Setiawardani, 2021). Studies by Ayu (2024) and Karminto (2023) show that Servicescape positively affects customer loyalty.

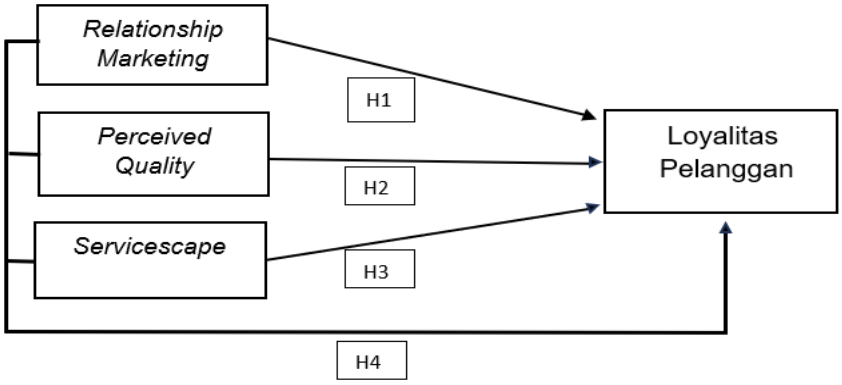
8. Combined Influence of Relationship Marketing, Perceived Quality, and Servicescape

Effective Relationship Marketing improves Perceived Quality, while a comfortable Servicescape reinforces the perception of quality. Together, these factors build satisfaction, trust, and loyalty. Elvi (2023) confirms that the three variables significantly influence customer loyalty simultaneously.

Research Hypotheses

To provide an overview of this research, the author presents it in the form of a conceptual framework, namely a section containing the direction of the relationship between

Table 1.Framework Of Thinking



This refers to the problem formulation, research objectives, and theoretical basis (R. W. Sari, 2019).

The hypotheses in this study are as follows:

H1: Relationship Marketing significantly influences customer loyalty at Kopi.Kepin Café.

H2: Perceived Quality significantly influences customer loyalty at Kopi.Kepin Café.

H3: Servicescape significantly influences customer loyalty at Kopi.Kepin Café.

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H4: Relationship Marketing, Perceived Quality, and Servicescape simultaneously influence customer loyalty at Kopi.Kepin Café.

RESEARCH METHODOLOGY

Research Type

This is an associative study, which aims to determine the relationship or influence between two or more variables (Sugiyono, 2017). Specifically, it examines the effect of Relationship Marketing (X1), Perceived Quality (X2), and Servicescape (X3) on Customer Loyalty (Y) at Kopi.Kepin Café.

Research Instrument

The research instrument used to collect data was a questionnaire using a Likert scale. Respondents were given a series of questions by choosing one of the alternative answers they considered most appropriate, namely:

Table 2.1 Research Instruments

Strongly agree (STS)	is scored 1
Agree (TS)	is scored 2
Neutral (N)	is scored 3
Disagree (S)	is scored 4
Strongly disagree (SS)	is scored 5

Population and Sample

Population.

A population is a generalized area consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2017). The population in this study was all consumers of the Kopi.Kepin cafe, whose exact number is no longer known.

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Sample

A sample is a subset of the population's population size and characteristics. To obtain a representative sample of the entire population, the sample was taken by chance, a sampling technique based on chance. Anyone who coincidentally meets the researcher can be used as a sample (Sugiyono, 2017). Because the population size in this study is not precisely known, the Unknown Population formula was used to determine the sample size: (Zahrowati and Suparwati, 2018).

Where:

N: Number of samples

ZA/2: Value from the Normal distribution table at a 95% confidence level = 1.96%.

Σ: standard deviation 25%

E: error (margin of error = 5%)

Using the formula above, the sample size to be taken is:

According to the calculation using the formula above, the sample size is 96.04, rounded up to 96 respondents. The researcher also used purposive sampling technique to determine the sample size. Purposive sampling is a sampling technique based on specific considerations, according to Sugiyono (2020). The reason for using purposive sampling is that it is suitable for quantitative research or research that does not generalize, according to Sugiyono (2020). Based on these considerations, the researcher selected 96 respondents for this study. They met criteria such as being over 17 years old because they could understand the questions in the questionnaire, residing in Bima City, and having purchased cafe kopi.kepin products.

Research Location

Jalan Gajah Mada Rabadompu Barat No. 15, Kota Bima.

Data Collection Methods

1. Observation: Direct observation at the research location.
2. Questionnaire: Distributing structured questions to respondents.
3. Literature Review: Collecting information from books, journals, and previous studies.

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Data Analysis Techniques

Validity and Reliability Test

a. Validity

Validity test is used to measure whether an indicator is valid or not. The way to conduct this validity test is by correlating the Pearson Correlation score with the critical r (Sugiyono, 2017). The correlation coefficient value for each item is compared with the critical r value which in this case is determined to be 0.30. If the correlation coefficient (r-calculated) is greater than the critical r (0.30) and has a positive value, then the item is valid, and vice versa. (Sugiyono, 2017)

b. Reliability

A measure is said to be reliable if it provides consistent results. Reliability is measured using the Cronbach alpha method (Riduwan, 2008). An instrument can be said to be reliable if it has a reliability coefficient of 0.6 or more. If the alpha is less than 0.6, it is declared unreliable (Sugiyono, 2017).

Classical Assumption Tests

Normality Test

The normality test aims to determine whether the confounding variables or residuals in the regression model have a normal distribution. A good regression model has a normal or near-normal data distribution.

Multicollinearity Test

The multicollinearity test aims to determine whether the regression model detects correlation between independent variables. A good regression model should have no correlation between independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model exhibits unequal variances from one observation to another.

Autocorrelation Test

The autocorrelation test aims to determine whether a linear regression model has a correlation between the confounding error in period t and the error in period t-1 (previous).

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The Durbin-Watson test can be used to detect autocorrelation in time series data. This Durbin-Watson test is only used for first-order autocorrelation, as long as there is an intercept in the regression model and no other variables between the explanatory variables.

Multiple Linear Regression

According to Sugiyono (2017), simple linear regression analysis is defined as:
"Multiple linear regression analysis is used to predict the condition (rise and fall) of a dependent variable when two or more independent variables act as indicators. This analysis involves two or more independent variables, namely the dependent variable (Y) and the independent variables (X1, X2, and X3).
The equation is as follows:

$$Y = a + b1\ X1 + b2\ X2$$

Where:
Y = Customer Loyalty
a = Constant or when price X = 0
b = Regression Coefficient
X1 = Relationship Marketing
X2 = Perceived Quality
X3 = Servicescape

Hypothesis Testing

Correlation analysis aims to measure the strength of the linear association (influence) between two variables. Correlation also does not indicate functional influence. In other words, correlation analysis does not distinguish between dependent and independent variables. With regression analysis, the correlation analysis used also indicates the direction of the relationship between the dependent and independent variables in addition to measuring the strength of the association (influence/relationship).

Table 3.1 Description of the Correlation Coefficients is as follows

Internal Coefficient	Level of Relationship
0,00 - 0,199	Very Low

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0,20 – 0,399	Low
0,40 – 0,599	Moderate
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Multiple Determination Coefficient

In correlation analysis, there is a number called the coefficient of determination, often referred to as the coefficient of determination because its value is the square of the correlation coefficient (r).

Significance Testing

Tests for each proposed hypothesis can be conducted as follows:
The significance (real effect) of the independent variable (X) on the dependent variable (Y) is tested using the t-test statistic at the 5% level (α = 0.05).

t-Test

The significance test for the coefficient (bi) is performed using the t-statistic. This is used to test the partial regression coefficient of the independent variable.

If the significance level is less than 0.05 or 5%, the proposed hypothesis is accepted or considered significant. This means that the independent variable (X1) partially has a positive and significant effect on the dependent variable (Y), meaning the hypothesis is accepted. Meanwhile, if the significance level is greater than 0.05 or 5%, the proposed hypothesis is rejected or considered insignificant. This means that the independent variable (X) partially does not have a positive and significant effect on the dependent variable (Y), meaning the hypothesis is rejected. The t-value can be found using the SPSS 26.0 formula.

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f-test

This test is used to test the model's goodness of fit. If the significance level is less than 0.05 or 5%, the model used in the theoretical framework is suitable for use. If the significance level is greater than 0.05 or 5%, the model used in the theoretical framework is not suitable for use.

RESEARCH RESULTS

DISCUSSION OF DATA ANALYSIS RESULTS

Validity Test

This test was conducted by examining the r-table coordinates for N=96 at a 5% significance level, resulting in an r-table of 0.300. The complete validity test results can be seen in Table 4.1 below:

Table 4.1. Validity Test Results

Variable	Indicator	Corrected item-Total Correlation	teble R	Provision
Relationship Marketing	X1.1	0,311	0,300	Valid
	X1.2	0,365	0,300	Valid
	X1.3	0,418	0,300	Valid
	X1.4	0,507	0,300	Valid
	X1.5	0,607	0,300	Valid
	X1.6	0,752	0,300	Valid
	X1.7	0,604	0,300	Valid
	X1.8	0,752	0,300	Valid
Perceived Quality	X2.1	0,507	0,300	Valid
	X2.2	0,548	0,300	Valid
	X2.3	0,520	0,300	Valid
	X2.4	0,355	0,300	Valid
	X2.5	0,454	0,300	Valid
	X2.6	0,479	0,300	Valid
	X3.1	0,452	0,300	Valid

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Servicescape	X3.2	0,596	0,300	Valid
	X3.3	0,567	0,300	Valid
	X3.4	0,571	0,300	Valid
	X3.5	0,472	0,300	Valid
	X3.6	0,684	0,300	Valid
Customer loyalty	Y.1	0,347	0,300	Valid
	Y.2	0,541	0,300	Valid
	Y.3	0,651	0,300	Valid
	Y.4	0,658	0,300	Valid
	Y.5	0,651	0,300	Valid
	Y.6	0,658	0,300	Valid

Based on the validity test results in table 4.1 above, it is known that all statement items in variables X1, X2, X3 and Y have a calculated r value > r table (0.300). Thus, all statement items in the research instrument are declared valid and suitable for use as data collection tools in research.

Reliability Test

This test is conducted by comparing Cronbach's alpha values and reliability standards > 0.600, as shown in Table 4.2 below:

Table 4.2. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standards	Information
Relationship Marketing (X1)	0,725	>0,600	Reliabel
Perceived Quality (X2)	0,659	>0,600	Reliabel
Servicescape (X3)	0,719	>0,600	Reliabel
Loyalitas Pelanggan (Y)	0,731	>0,600	Reliabel

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Based on the results of the reliability test conducted using the Cronbach's Alpha method, the Cronbach's Alpha value for the Relationship Marketing (X1) variable was 0.725, the Perceived Quality (X2) variable was 0.659, the Servicescape (X3) variable was 0.719, and the Customer Loyalty (Y) variable was 0.731. All Cronbach's Alpha values were greater than 0.600, the minimum reliability limit. Therefore, all research instruments for the Relationship Marketing, Perceived Quality, Servicescape, and Customer Loyalty variables were declared reliable and suitable for use as data collection tools in this study.

Normality Test

Table 4.3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.38583125
Most Extreme Differences	Absolute	.070
	Positive	.054
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

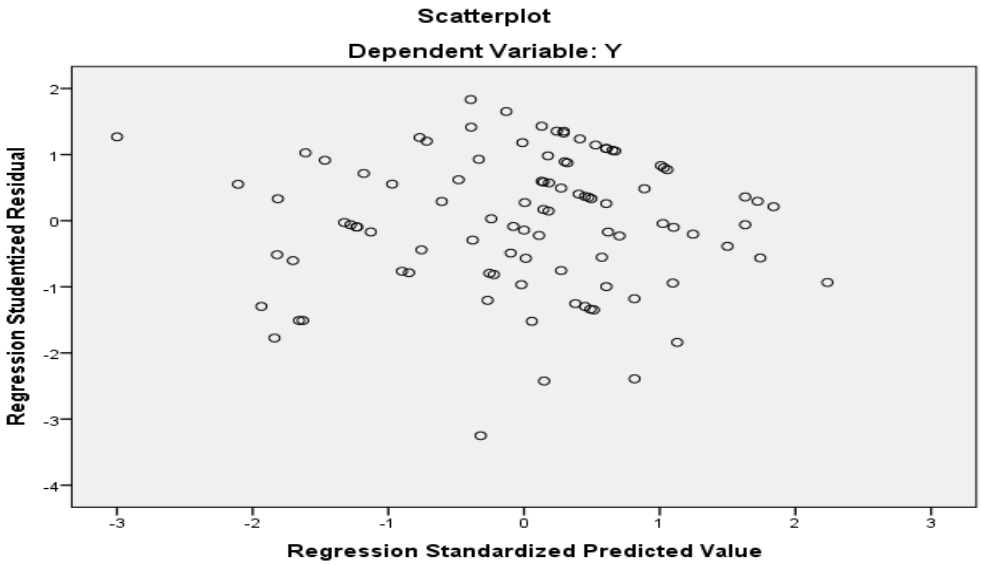
Based on the results of the normality test using the Kolmogorov-Smirnov test in Table 4.3, a significance value of 0.200 is shown, which is greater than 0.05. Thus, the sample in this study is considered normally distributed.

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Heteroscedasticity

Chart 1 Heteroscedasticity Test Results



Based on the Normal P-P Plot, the residual points are spread around the diagonal line and follow the direction of the line. Therefore, it can be concluded that the residual data in the regression model is normally distributed, thus meeting the assumption of normality.

Multicollinearity Test

Table 4.4 Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.346	2.632		2.031	.045		
	X1	.312	.075	.328	4.160	.000	.549	1.823
	X2	.437	.145	.348	3.020	.003	.537	1.861

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	X3	.295	.098	.286	3.010	.004	.573	1.745

a. Dependent Variable: Y

Based on the results in Table 4.4 above, all variables have a Tolerance value > 0.1 and a VIF < 10, indicating no signs of multicollinearity in this regression model. Therefore, each independent variable in this study has a sufficient level of independence, and there is no high correlation between them. Therefore, it can be concluded that the four independent variables—Relationship Marketing, Perceived Quality, Servicescape, and Customer Loyalty—are suitable for use in the regression model because they do not experience multicollinearity issues.

Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.585[a]	.342	.320	2.42442	2.015

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Table 4.5 Autocorrelation Test

Based on the test results of this regression analysis, the Durbin-Watson value was 2.015. Therefore, because the Durbin-Watson value of 2.015 is within the reasonable limits (1.5-2.5), it also does not exceed the 4-DU (2.2447). It can be concluded that there is no autocorrelation in this regression model, thus meeting the assumption of residual independence.

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Multiple Linear Regression Test

Table 4.6 Multiple Linear Regression Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.346	2.632		2.031	.045
X1	.312	.075	.328	4.160	.000
X2	.437	.145	.348	3.020	.003
X3	.295	.098	.286	3.010	.004

a. Dependent Variable: Y

Based on Table 4.6, the Multiple Linear Regression Equation is structured as follows: **Y = 5.346 + 0.112 + 0.437 + 0.191 + e**

Based on this equation, the following can be explained:

1. The constant (∝) value is 5.346, which means that if the Relationship Marketing, Perceived Quality, and Servicescape variables are considered zero, then customer loyalty is 5.346

2. The beta coefficient value for Relationship Marketing is 0.312, meaning that every one-unit change in the Relationship Marketing variable (X1) will result in a 0.312-unit change in customer loyalty. With other assumptions remaining constant, a one-unit increase in the Relationship Marketing variable will increase customer loyalty by 0.312 units.

3. The beta coefficient value for Perceived Quality is 0.437, meaning that every one-unit change in Perceived Quality (X2) will result in a 0.437-unit change in customer loyalty. With other assumptions remaining constant, a one-unit increase in Perceived Quality will result in a 0.437-unit increase in customer loyalty.

4. The beta coefficient value for Servicescape is 0.295, meaning that every one-unit change in Servicescape (X3) will result in a 0.295-unit change in customer loyalty. With other assumptions

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remaining constant, a one-unit increase in Servicescape will result in a 0.295-unit increase in customer loyalty.

Coefficient of Determination Test

Table 4.7 Results of the Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585[a]	.342	.320	2.42442

a. Predictors: (Constant), x3, x1, x2

The analysis results show an adjusted R-square coefficient of determination of 0.342, which is transformed into a coefficient of determination of 34.2%. This indicates that the independent variables, consisting of Relationship Marketing, Perceived Quality, and Servicescape, adequately explain the variation in the dependent variable, as they are at 1, or 34.2%, with the remaining 19.8% influenced by other variables not examined in this study.

Correlation Coefficient Test

The analysis yielded an R-square value of 0.585. These results indicate that the relationship between Relationship Marketing (X1), Perceived Quality (X2), Servicescape (X3), and customer loyalty (Y) is very strong. To interpret the strength of the relationship between each variable, the following table can be used:

Table 4.8 Correlation coefficient relationship level comparison

Coefficient Interval	Relationship Level
0,00-0,199	Very low
0,20-0,399	Low
0,40-0,599	Currently
0,60-0,799	strong
0,80-1,000	Very strong

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International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
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T test

Results

Table 4.9 T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.346	2.632		2.031	.045
	x1	.312	.075	.328	4.160	.000
	x2	.437	.145	.348	3.020	.003
	x3	.295	.098	.286	3.010	.004

a. Dependent Variable: Y

Based on Table 4.9 above, observing the rows, columns, t-tests, and sig., the following explanation can be obtained:

1. The statistical results of the t-test for the Relationship Marketing variable yielded a calculated t-value of 4.160 and a t-table value of 1.986 (4.160 > 1.986), with a significance value of 0.000 greater than 0.000 (0.000 < 0.05). Therefore, the first hypothesis (H1), which states that "Relationship Marketing has a significant partial effect on customer loyalty at Kopi.kepin Cafe," is accepted.
2. The statistical results of the t-test for the Perceived Quality variable obtained a calculated t-value of 3.020 with a t-table value of 1.986 (3.020 > 1.986) with a significance value of 0.003 greater than 0.000 (0.003 < 0.05). Therefore, the second hypothesis (H2), which states that "Perceived Quality has a significant partial effect on customer loyalty at the kopi.kepin cafe," is accepted.
3. The statistical results of the t-test for the Servicescape variable obtained a calculated t-value of 3.010 with a t-table value of 1.986 (3.010 > 1.986) with a significance value of 0.004

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International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

greater than 0.000 (0.004 < 0.05). Therefore, the second hypothesis (H2), which states that "Servicescape has a significant partial effect on customer loyalty at the kopi.kepin cafe," is accepted.

F Test

Table 4.10 F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280.898	3	93.633	15.930	.000[b]
	Residual	540.758	92	5.878		
	Total	821.656	95			

a. Dependent Variable: customer loyalty

b. Predictors: (Constant), servicescape, relationship marketing, perceived quality

Based on table 4.10 above, the test results obtained a calculated f value of 15.930 with an f table value of 2.47 (15.930 > 2.47) with a significance of 0.000 greater than 0.05 (0.000 < 0.05) so it can be concluded that the fifth hypothesis (H5) which states that "There is an influence of Relationship Marketing, Perceived Quality, and Servicescape on customer loyalty at the kopi.kepin cafe" is accepted.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the analysis, the following conclusions are drawn:

1. Relationship Marketing has a positive and significant partial effect on customer loyalty at Kopi.Kepin Café.
2. Perceived Quality has a positive and significant partial effect on customer loyalty at Kopi.Kepin Café.
3. Servicescape has a positive and significant partial effect on customer loyalty at Kopi.Kepin Café.

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4. Relationship Marketing, Perceived Quality, and Servicescape simultaneously have a positive and significant effect on customer loyalty at Kopi.Kepin Café.

Recommendation

1. For Kopi.Kepin Café: Continue improving relationships with customers through good communication, friendly service, and maintaining trust to build sustainable loyalty. Preserve and enhance product and service quality to ensure consistent positive perceptions. Improve the physical environment and facilities to maximize customer comfort.
2. For Future Researchers: Add other variables such as customer satisfaction, price, brand image, or service quality to provide a more comprehensive understanding of customer loyalty.

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