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

Influence of Menu Variety and Price on Gen Z Customer Loyalty at Belawan Coffee Shop: Purchase Decision as a Mediating Variable

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Abstract

The coffee shop industry in Bima City has experienced significant growth, turning into a lifestyle hub for Generation Z. Consequently, coffee shops encounter extreme competition in maintaining customer retention. This study aims to analyze the empirical effects of menu variety and price on Gen Z customer loyalty, with purchase decisions serving as a mediating variable at Belawan Coffee Shop, Bima City. Utilizing a quantitative associative approach, data were gathered from 85 Gen Z respondents via accidental sampling using a 5-point Likert scale questionnaire. Path analysis and the Sobel test were performed using SPSS 27.0 to analyze direct and indirect pathways. The validity and reliability tests confirmed that all instruments were highly robust. The findings demonstrate that Menu Variety has a significant negative effect on Purchase Decisions (t = -2.117, p = 0.037) and a non-significant effect on Customer Loyalty (t = -1.597, p = 0.114). Conversely, Price exerts a highly significant positive effect on both Purchase Decisions (t = 10.514, p = 0.000) and Customer Loyalty (t = 7.057, p = 0.000). Furthermore, Purchase Decisions significantly affect Customer Loyalty (t = 4.829, p = 0.000). The Sobel test establishes that Purchase Decisions fail to mediate the relationship between Menu Variety and Customer Loyalty (Z = -1.3847, p = 0.1661), but successfully and significantly mediate the impact of Price on Customer Loyalty (Z = 3.7942, p = 0.0001). Therefore, optimizing pricing strategy and focusing on trendy menu quality rather than raw volume are pivotal recommendations to sustain Gen Z customer lifetime loyalty.

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Keywords: Menu Variety, Price, Purchase Decision, Customer Loyalty, Gen Z.

INTRODUCTION

The contemporary coffee industry has encountered an extraordinary expansion, particularly in Bima City. Coffee shops are no longer merely commercial venues for purchasing hot beverages; they have fundamentally transitioned into primary lifestyle centers and dynamic social spaces for the younger demographic, specifically Generation Z (Gen Z). This generation is widely defined as trend-driven, digitally native consumers who continuously seek unique experiential attributes during retail visits. In Bima City, market density among coffee providers is increasingly fierce. This reality creates operational challenges for local businesses, including Belawan Coffee Shop, located on Jl. Datuk Dibanta, Malake Branch. Despite investing significantly in aesthetic environments and comfort layouts, the venue faces strategic friction in sustaining consistent consumer retention amidst an influx of aggressive market competitors.

Empirical anomalies were discovered via direct field observation. A profound discrepancy was identified between high visitor density patterns and fluctuating transactional stability. While Gen Z students frequently occupy the coffee shop space, a substantial portion exhibits hesitation regarding high-ticket items, item diversification, or continuous repeat visitation.

Regarding Menu Variety (X1), preliminary observations reveal that continuous culinary optimization is critical. Gen Z consumers exhibit a persistent demand for sensory diversity and visually driven ('Instagrammable') product presentation. In academic literature, Kotler and Keller (2016) note that strategic product diversity acts as an essential pillar for structural differentiation against external alternatives. However, brief customer interviews indicated that when menu developments become stagnant, consumer exploratory behaviors drop immediately. This proves that an optimized menu collection is vital to retain market attention.

Simultaneously, Pricing (X2) dictates critical purchasing thresholds. Gen Z demonstrates explicit 'value-for-money' psychological traits, assessing experiential returns relative to financial outlays. As synthesized by Tjiptono (2019), pricing represents the most flexible yet highly delicate element within the marketing mix; non-competitive structures rapidly construct market barriers. Field observations showed that consumers meticulously cross-examine Belawan’s pricing structures against adjacent coffee stalls in the Malake district prior to final transaction execution, showing heightened price sensitivity.

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These variables directly correlate with the Purchase Decision (Z). Schiffman and Kanuk (2015) define a purchase decision as a multi-stage selection matrix choosing among competing alternatives. Empirically, high patronage intentions fail to evolve into transactional events if menu configurations and price points conflict with consumer expectations. Ultimately, the purchase decision serves as the gateway to establishing deep Customer Loyalty (Y). This aligns with Griffin (2015), who posits that authentic brand loyalty stems exclusively from iterative, highly satisfying purchasing cycles. Without stable operational transactions, loyalty cannot mature within highly volatile markets.

Resonating with this framework, Samboro, Hadi, and Pribadi (2021) maintain that the purchase decision holds an imperative intervening role; positive transactional actions generate repeat behavior and brand attachment. When consumers experience transactional fulfillment, their willingness to advocate for the brand rises. Past studies by Kasiono, Tumbel, and Pondaag (2022) indicated that marketing dimensions like price perceptions, service standards, and brand identity dictate consumer buying behaviors. Thus, this study offers a comprehensive framework analyzing the structural links between Menu Variety and Price on Customer Loyalty, as mediated by Purchase Decisions at Belawan Coffee Shop.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Menu Variety (X1)

A diversified menu matrix serves as a critical mechanism for consumer capture. Muli Junita and Hijriyantomi Suyuthie (2023) state that structurally organized menu variety facilitates rapid food selection and shapes immediate buying preferences. Informative, dynamic menus escalate consumer engagement across culinary businesses. Furthermore, Khong and Salim (2024) explain that active menu innovation through unique raw ingredients, production techniques, and presentation formats increases a firm's competitive advantage, attracting new consumers while retaining the current consumer base. Drawing from Zakharia et al. (2023), menu variety is measured using explicit operational dimensions: size flexibility, flavor innovation, packaging diversity, and aesthetic visual presentation.

Price (X2)

According to Indrasari (2019), price constitutes the exact economic value a consumer relinquishes to acquire an aligned bundle of physical goods and operational services. It operates as an agile tool to differentiate brand positions from market

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competitors. Faizah and Astuti (2022) emphasize that pricing acts as a core reference point when multiple restaurants offer identical items. Consumers naturally patronize venues offering maximized value utility at accessible rates. Following Indrasari (2019), the empirical metrics utilized to assess price include price affordability, value-to-cost alignment, and competitive pricing strategy.

Customer Loyalty (Y)

Brand loyalty occurs when a consumer systematically prioritizes purchasing from a single firm due to historically rewarding experiences (Utami et al., 2023). Fauziyyah and Khusna (2022) point out that customer retention expands long-term corporate profitability because loyal advocates consistently complete repeat transactions and minimize client acquisition expenses. Based on Croitoru et al. (2024), consumer loyalty metrics include: continuous repurchase intent, institutional brand commitment, active word-of-mouth referral behaviors, and actual repeat transaction habits.

Purchase Decision as a Mediating Variable (Z)

Transactional execution requires systemic evaluation. Kotler, Keller, and Chernev (2022) specify that the purchase decision is the specific stage where the buyer forms a definitive brand preference, though unexpected situational factors or social inputs can shift final actions. Similarly, Bui et al. (2021) view the purchase decision as the conclusive phase of the general consumer behavior lifecycle. Grounded in Kotler et al. (2022), the procedural metrics consist of: problem recognition, information search, alternative evaluation, purchase execution, and post-purchase behavior.

Conceptual Framework and Research Hypotheses

Based on the theoretical linkages among variables, the following structural model equations are proposed:

$$\textbf{Structure I: } Z = \alpha + \beta1 \cdot X1 + \beta2 \cdot X2 + e1$$

$$\textbf{Structure II: } Y = \alpha + \beta1 \cdot X1 + \beta2 \cdot X2 + \beta3 \cdot Z + e2$$

Therefore, the following research hypotheses are formulated to be tested empirically:

1. H1: Menu Variety significantly affects the Purchase Decisions of Gen Z consumers at Belawan Coffee Shop.
2. H2: Price significantly affects the Purchase Decisions of Gen Z consumers at Belawan Coffee Shop.

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3. H3: Menu Variety significantly affects the Customer Loyalty of Gen Z consumers at Belawan Coffee Shop.
4. H4: Price significantly affects the Customer Loyalty of Gen Z consumers at Belawan Coffee Shop.
5. H5: Purchase Decisions significantly affect the Customer Loyalty of Gen Z consumers at Belawan Coffee Shop.
6. H6: Purchase Decisions significantly mediate the effect of Menu Variety on Gen Z Customer Loyalty.
7. H7: Purchase Decisions significantly mediate the effect of Price on Gen Z Customer Loyalty.

RESEARCH METHODOLOGY

Research Design and Sampling

This study deployed a quantitative associative approach to map causal pathways among the variables. The target population encompassed all consumers who patronize Belawan Coffee Shop in Bima City. Applying the Ferdinand (2014) structural calculation model (Sample Size = Indicators × [5 to 10]), and given the 17 operational indicators present within this study, a minimum sample size of 17 × 5 = 85 respondents was designated. Non-probability accidental sampling was applied to collect data directly from field respondents meeting specific eligibility criteria: individuals aged between 17 and 25 years (Gen Z demographic) who had executed valid transactions at Belawan Coffee Shop.

Data Collection and Instrumentation

Primary data were gathered utilizing structured questionnaires formatted on a 5-point Likert scale (ranging from 5: Strongly Agree to 1: Strongly Disagree). Direct field observations and literature reviews supported questionnaire construction.

Analytical Methods

Data processing was administered via SPSS version 27.0. The analytical stages consisted of: Instrument Testing (Pearson Product-Moment Validity threshold: r_calc > 0.30 and Cronbach's Alpha Reliability threshold: alpha > 0.60); Classical Assumption Tests (Kolmogorov-Smirnov Normality Test, Tolerance & Variance Inflation Factor Multicollinearity Test, and Scatterplot Heteroskedasticity Analysis); and Hypothesis

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Testing (Path Analysis for direct effects, t-statistics for partial significance at $p < 0.05$, F-tests for model fit, and the Sobel Test for calculating indirect mediation pathways).

RESULTS AND DISCUSSION

1. Instrument Validity and Reliability

The experimental metrics computed via SPSS 27.0 prove that all measurement elements possess high psychometric property standards.

Pertanyaan	Variasi menu	Harga	Loyalitas pelanggan	Keputusan Pembelian	R tabel	Ket.
	R hitung	R hitung	R hitung	R hitung		
1	0,775	0,747	0,741	0,793	0.30	Valid
2	0,739	0,732	0,721	0,700	0.30	Valid
3	0,805	0,787	0,781	0,745	0.30	Valid
4	0,794	0,796	0,782	0,762	0.30	Valid
5	0,799	0,791	0,784	0,754	0.30	Valid
6	0,775	0,783	0,852	0,849	0.30	Valid
7	0,827	0,776	0,762	0,743	0.30	Valid
8	0,738	0,723	0,706	0,704	0.30	Valid
9				0,826	0.30	Valid
10				0,825	0.30	Valid

Table 1: Instrument Validity Matrix (Source: Processed Primary Data, 2026)

As presented below, all variables generated Cronbach's Alpha coefficients well above the 0.60 boundary line, verifying highly consistent measurement scales.

Variabel	R Hitung	N	R tabel	Keterangan
Variasi Menu (X1)	0,907	8	0.60	Realibel
Harga (X2)	0,900	8	0.60	Realibel
Loyalitas Pelanggan (Y)	0,899	8	0.60	Realibel
Keputusan Pembelian (Z)	0,923	10	0.60	Realibel

Table 2: Reliability Analysis Results

2.Classical Assumption Verification

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The Kolmogorov-Smirnov normality test generated an asymptotic significance value of 0.071. Because 0.071 > 0.05, the structural model residual terms are normally distributed. Collinearity diagnostics were checked next to confirm model stability.

Coefficients[a]			
Model		Collinearity statistics	
		Tolerance	Vif
1	(constant)		
	Variasi Menu	.631	1.826
	Harga	.673	1.700
	Keputusan Pembelian	.765	1.915

Table 3: Multicollinearity Diagnosis (Dependent Variable: Customer Loyalty)

The results indicate that all Tolerance metrics exceed 0.10 and all VIF scores are below 10.0, demonstrating the total absence of multicollinearity. Furthermore, residual scatterplot visual examinations showed that data coordinates randomly dispersed above and below the horizontal zero axis without forming distinct geometric configurations, thereby confirming homoskedasticity.

3. Path Analysis and Partial Hypothesis Testing

1. Path Model Structure I (Predicting Purchase Decisions)

The preliminary regression model assesses the collective influence of Menu Variety (X1) and Price (X2) on Purchase Decisions (Z). The model summary shows an R-value of 0.994, an R-Square of 0.989, and an Adjusted R-Square of 0.988. This implies that 98.9% of the variance within Gen Z Purchase Decisions is explained by Menu Variety and Price, while the remaining 1.1% relates to variables outside this framework. The simultaneous test yielded F_calc = 3580.661 (p = 0.000 < 0.05), documenting high model suitability.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.328	.357		.918	.361
	Variasi Menu	-.243	.115	.503	-2.117	.037

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	Harga	1.236	.118	1.243	10.514	.000
a. Dependent Variable: Loyalitas Pelanggan						

Table 4: Partial Coefficients for Structure I (Dependent Variable: Purchase Decision)

- Hypothesis 1 Evaluation: The empirical t-statistic for Menu Variety is -2.117 with p = 0.037 < 0.05. Because |-2.117| > 1.98932, H1 is accepted. Interestingly, the structural beta direction is negative (B = -0.243). This reveals that increasing menu configurations unguided by consumer preferences can decrease buying decisions due to choice overload. This finding is conceptually supported by Dewi, Fadli, and Junaidi (2024), who mention that while menu diversity is important, uncalculated expansion can over-complicate consumer selection.
- Hypothesis 2 Evaluation: The empirical t-statistic for Price is 10.514 with p = 0.000 < 0.05. Since 10.514 > 1.98932, H2 is accepted. The positive regression coefficient (1.236) implies that optimized, fair value pricing directly increases positive purchase actions. This resonates with Purnama (2023), proving that prices matching product value generate stronger purchase commitments.

2. Path Model Structure II (Predicting Customer Loyalty)

The secondary structural equation calculates the regression paths toward Customer Loyalty (Y). The statistical parameters show R = 0.996, R-Square = 0.991, and Adjusted R-Square = 0.991, demonstrating that 99.1% of customer retention variability is explained by the model components. The global ANOVA verification reports F_calc = 3044.503 (p = 0.000), validating outstanding model fit.

Table 5: Partial Coefficients for Structure II

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	364	.317		1.148	.254
	Variasi menu	-.165	.103	.695	-1.597	.114
	Harga	.891	.126	.897	7.057	.000
	Keputusan pembelian	.216	.045	.271	4.829	.000
a. Dependent Variable: Loyalitas Pelanggan						

(Dependent Variable: Customer Loyalty)

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- Hypothesis 3 Evaluation: The partial metrics for Menu Variety are t = -1.597 and p = 0.114 > 0.05. Because |-1.597| < 1.99006, H3 is rejected. This clarifies that the absolute volume of a menu does not directly determine long-term consumer loyalty. This outcome mirrors Wantoro et al. (2025), who discovered that raw product options do not directly foster retention among Gen Z; instead, choices must pass through a successful transactional experience.
- Hypothesis 4 Evaluation: The pricing parameters are t = 7.057 and p = 0.000 < 0.05. Since 7.057 > 1.99006, H4 is accepted. Every unit increase in perceived price fairness raises loyalty indices by 0.891.
- Hypothesis 5 Evaluation: The transactional decision parameter reports t = 4.829 and p = 0.000 < 0.05. Since 4.829 > 1.99006, H5 is accepted. Successful purchase decisions significantly foster long-term loyalty. This strongly supports Chaska and Lega (2024), validating that satisfactory buying experiences form the basis of brand dedication.

4. Indirect Effect and Mediation Analysis (Sobel Test)

To evaluate structural mediation pathways, Sobel tests were applied to calculate whether the intervening variable Z significantly maps the indirect effects of independent metrics toward Customer Loyalty.

Mediation Path 1: Menu Variety -> Purchase Decision -> Customer Loyalty (H6)

To calculate the indirect mediation strength of variable Z on the link between X1 and Y, a Sobel calculation was conducted: a = -0.243; b = 0.216; S_a = 0.115; S_b = 0.045. This generated a Sobel Test Statistic of -1.3847 (p = 0.1661 > 0.05). Because the calculated Z-score is below the absolute value of 1.96 and p > 0.05, H6 is rejected. Purchase Decisions do not mediate the relationship between Menu Variety and Gen Z Customer Loyalty.

Mediation Path 2: Price -> Purchase Decision -> Customer Loyalty (H7)

To determine the indirect mediation strength of variable Z on the link between X2 and Y, the Sobel test was performed: a = 1.236; b = 0.216; S_a = 0.118; S_b = 0.045. This yielded a Sobel Test Statistic of 3.7942 (p = 0.000148 < 0.05). Because the resulting Z-score (3.7942) is greater than 1.96 and p < 0.05, H7 is accepted. Purchase Decisions strongly and positively mediate the relationship between Price and Customer Loyalty. Competitive pricing structures drive customer loyalty both directly and indirectly by first validating the initial transaction experience.

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CONCLUSION AND RECOMMENDATIONS

Conclusion

1. Menu Variety exerts a significant negative direct effect on Purchase Decisions, meaning that an unstructured menu expansion can overwhelm Gen Z consumers, thereby lowering immediate purchase intentions. Additionally, Menu Variety demonstrates a non-significant direct effect on Customer Loyalty.
2. Price maintains a highly significant positive effect on both Purchase Decisions and long-term Customer Loyalty at Belawan Coffee Shop.
3. Purchase Decisions significantly increase Customer Loyalty, serving as an essential precursor to brand commitment.
4. The mediation analysis confirms that Purchase Decisions fail to bridge Menu Variety and Loyalty, but successfully mediate the impact of Price on Customer Loyalty.

Strategy Recommendations

- For Belawan Coffee Shop Management: Management should prioritize refining its pricing structure to align with the socioeconomic parameters of Gen Z students. Regarding menu strategy, focus should shift away from merely increasing menu volume. Instead, management should emphasize targeted flavor enhancements, visual appeal, and introducing limited-edition, trend-driven items to cultivate sustainable repeat visits.
- For Future Academic Researchers: Future studies should incorporate alternative variables such as service quality, store atmosphere, physical servicescape, and brand equity to provide a broader understanding of consumer retention dynamics

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