

The Influence Of Taste And Menu Diversity On Customer Loyalty At Caffe Hitado Bandar Lampung

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Abstract

The aim of this research is to find out the influence of taste and menu diversity on customer loyalty for consumers of Caffe Hitado Bandar Lampung. The sample for this research is 100 respondents calculated using the Cochran formula. This research uses quantitative methods using IBM SPSS 25. Based on the research results, it is known that taste has a positive and significant effect on customer loyalty. Then, menu diversity has a positive and significant effect on customer loyalty. Furthermore, the taste and diversity of the menu together have a positive and significant effect on customer loyalty. It is hoped that this research can help Caffe Hitado Bandar Lampung in increasing and maintaining customer loyalty while maintaining the quality of its taste and adding menu variants so that consumers feel satisfied and interested in coming back.

Keywords: taste, menu diversity, customer loyalty

INTRODUCTION

Nowadays, developments in the world have become more advanced, and work activities have become routine humans today. With a tired routine, you need a place to relax to just relieve fatigue or chat with friends. (Seftian Irfan et al., 2023) In this regard, many cafes have emerged as a means or place that can be used for healing. In Bandar Lampung itself there are many cafes that carry various themes to attract consumers' attention. (Pancarini et al., 2023) Caffles are competing to present new innovations with a diverse menu to face market competition. In today's era, culinary food and drinks are



becoming increasingly varied, therefore cafes must understand what their consumers are interested in. Not only the shape, the enjoyment and taste of the food or drink must be considered. Product shape, taste, aroma and texture greatly influence consumer interest.(Sutedjo & Saputri, 2023)Taste comes from the five human senses including smell, sight and feeling. Sometimes the food available in cafes does not have a beautiful shape, but contains lots of nutrients, protein and vitamins. Food quality is largely determined by consumer interest in the food.(Economics et al., 2023)

The influence of marketing is needed to increase revenue and brand image of a business. In particular, cafe businesses nowadays have a lot of digital themes, classic designs, etc. A cafe business will last a long time with consistent taste and an adequate level of service.(Dewangga et al., 2024)Facing competition requires solid and targeted marketing management. In this case, marketing influences are increasingly needed by business people because there are many competitors and so on, several things that can be used in marketing, such as carrying out promotions, and developing product strategies, are important aspects that need to be paid attention to to maintain customer loyalty and to attract customers to come. ,(Angga et al., 2019)

Customer loyalty will influence the success of a business, with high customer loyalty it will foster a sense of trust among other customers in a particular business, especially in the cafe business.(Haksanggulawan et al., 2023)To create customer loyalty, a cafe needs to provide the best service by presenting a consistent taste image and menu diversity so that consumers do not feel bored. Maintaining customer loyalty is a basic thing that needs to be considered for the sustainability of a business.(Wisesa et al., 2023)In this case, cafes need to innovate in presenting a variety of menus with flavors that can be accepted by consumers, carry out promotions, provide the best service to give a comfortable impression to consumers. In this research, researchers will discuss the influence of taste and menu diversity on customer loyalty at Caffé Hitado Bandar Lampung.(Armawan, 2023)

Problem Formulation

Based on the title and background above, the author formulates the problem as follows:

1. Does taste influence customer loyalty at the Hitado Bandar Lampung cafe?
2. Does menu diversity affect customer loyalty at the Hitado Bandar Lampung cafe?



3. Does the taste and diversity of the menu simultaneously influence customer loyalty at Caffe Hitado Bandar Lampung?

Research Focus

This research took place in the city of Bandar Lampung and focused on the influence of taste and menu diversity on consumer loyalty.

Research Objectives

1. Analyze the influence of taste on consumer loyalty at Caffe Hitado Bandar Lampung
2. Analyze the effect of menu diversity on consumer loyalty at Caffe Bandar Lampung
3. Analyze the influence of taste and menu diversity simultaneously on the influence of customer loyalty at Caffe Hitado Bandar Lampung

Benefits of Research

It is hoped that this research will be useful to:

1. Hopefully this research can be a reference for Hitado cafes so they can find out the influence of taste and menu diversity on consumer loyalty.
2. This research is useful for the author as material for scientific papers and expands the author's knowledge about strategic management, online transportation and welfare.

Previous Research

NO	RESEARCHER	TITLE	RESEARCH RESULT
1.	Unniatul Kholifah, Edy Kushnadi and Randika Fandiyanto in 2022	The Influence of Product Diversity and Endorsers on Consumer Satisfaction at Cafe D'poto Situbondo with Purchase Intention as an Intervening Variable	The research results are: 1. Product diversity has a significant positive effect on buying interest; 2. Endorsers have a significant positive effect on buying interest; 3. Product diversity has a positive but not significant effect on consumer satisfaction;



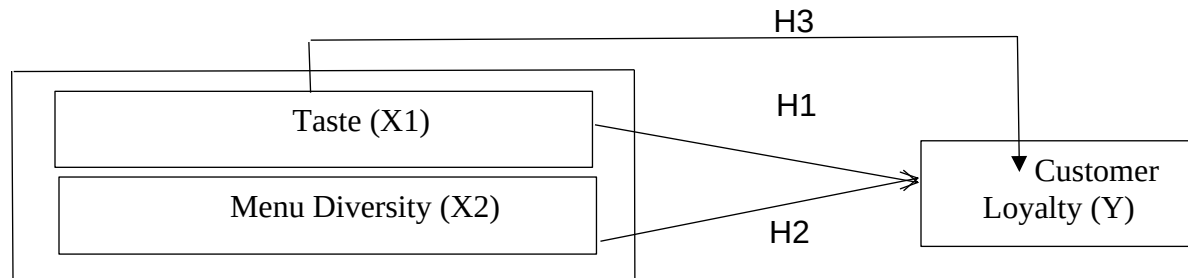
2.	Galih Ayu Prasasti and Putri Maisara in 2022	The Influence of Facilities, Prices and Taste on Consumer Satisfaction of Gacoan Noodles in Solo Raya	The results of partial hypothesis testing are: 1. The facility variable has a positive and significant influence on consumer satisfaction; 2. The price variable has a negative and insignificant effect on consumer satisfaction; 3. The taste variable has a positive effect on consumer satisfaction;
3.	Agung Triyono Hariyanto, Sri Wahyuni and Joko Widodo in 2022	The Influence of Taste and Service Quality on Customer Satisfaction at Bank One Food Stalls 2.	The results of the research show that simultaneously the taste and service quality variables have a significant effect on customer satisfaction at Bank One 2 Food Stall on Jalan Mastrip Jember

Hypothesis

The hypothesis in this research is as follows:

- H1 : taste influences customer loyalty
- H2 : menu diversity influences customer loyalty
- H3 : the taste and diversity of the menu influence customer loyalty



Framework of Thinking**LITERATURE REVIEW****Marketing**

The definition of marketing management according to William J Stanton. Marketing management is the analysis, planning, implementation and supervision of programs aimed at establishing an exchange with the target market, with the aim of achieving the goals of an organization.(Ferensa et al., 2023)The essence of marketing management is to satisfy consumer needs and desires. Marketing management aims to generate as much profit as possible by using the strategies implemented by each company.(Wijaya et al., 2023)The benefits of marketing in a business are numerous, here are some examples of the benefits of marketing management;

- Analyze the market

To be able to survive for a long time in market competition, companies need to analyze the opportunities that exist in the market. Analyzing the market can aim to determine market needs, competition, environmental conditions and other factors.

- Determining the Target Market

Determining the target market can take the form of determining consumer characteristics, the environment, and appropriate prices for the products to be produced. Paying attention to this can have an impact on the sustainability of a business.

- Increase customer satisfaction

With marketing management helping businesses to find out market needs and wants, customer satisfaction is an important aspect for a business to develop, increasing customer satisfaction will create loyalty towards customers.



- Increase profits

Marketing management helps to increase business profits by carrying out strategies implemented by the company such as carrying out promotions via social media and so on.

- Improve product image

With good quality service and a price offered that is acceptable to the public, it will give the impression of a good product image. This can have an impact on loyalty and the profits the company will generate.

Marketing Mix

Mix management is a strategy in marketing management that combines several integrated elements to achieve the goals set by the company (Nurbait, 2022). These four elements are usually called the 4 Ps (product, price, place, promotion). The 4Ps describe the important elements in the salesperson's view. (Aparoh & Sucipto, 2023) In this case, the 4Ps are interconnected to produce a perfect strategy for the company. The 4Ps themselves can be explained as follows:

- Product (Product)

It is the main basis for a company to carry out buying and selling transactions. Companies need to pay attention to the quality of the products they sell in the hope that consumers will be satisfied with the products offered. Products themselves are not only about goods, products can also be services.

- Price (Price)

Pricing also determines the level of sales of a company. Companies need to analyze prices in accordance with the production they spend and the amount of profit they will receive. Consumers tend to like quality products at prices that are not too expensive.

- Place (Place)

Entrepreneurs need to pay attention to the place they will use to market their products, therefore it is important for companies to analyze the market. This is important for internal companies serving target markets, as well as developing distribution systems for shippers and physical product commerce.

- Promotion (Promotion)



Promotion is aimed at introducing the product widely and giving consumers a good impression of the company. By carrying out promotions, it will increase the number of consumers who come. Promotions can be done in various ways, such as giving discounts, advertising via social media and so on.

RESEARCH METHODS

This research uses a quantitative approach method. Where this research will focus on exact data or numerical data, systematic scientific research on parts and phenomena as well as the causality of their relationships. The aim of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to a phenomenon. Research results in quantitative methods usually use tables, graphs or other representations to explain the results of research data.

Population and Sample

Population is an area that contains a group of objects with characteristics that match the data required in research. In this research, the total population is used, namely consumers of the Hitado Bandar Lampung cafe.

The sample is a small part of the population. This research uses samples because of limitations in researching large populations. For this reason, it is necessary to have a sample so that you can review the number of research objects used. In this research, sampling techniques were used to obtain samples. The technique used is accidental sampling, meaning that the sample determination technique is based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample. The formula for determining the sample size from an unknown population using the Cochran formula is as follows

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{1,96^2 \times 0,5 \times (1-0,5)}{0,1^2}$$

$$n = 96,04$$



Based on these calculations, the required sample size is 96 respondents, which is then rounded up to 100 respondents in this study.(Aryanto, 2018)

Data Collection Techniques

The data collection technique used in this research used a questionnaire. A questionnaire is a data collection technique by distributing several questions to the sample, then the results of this research will be processed using the SPSS application.

Data Analysis

In quantitative research, data analysis uses statistics. The statistics used are descriptive statistics. Researchers can use inferential statistics if research is conducted on samples taken randomly. The data from the analysis is then presented and discussed. Presentation of data in the form of tables, line graphs, bar graphs, pictogram pie charts.

Descriptive Statistics

Descriptive statistics are statistics that are used to analyze data by describing or illustrating the data that has been collected without intending to draw conclusions that apply to the general public.

Classic Assumption Test

Parametric statistics requires the fulfillment of many assumptions. The main assumption is that the data to be analyzed must be normally distributed. In addition, the use of the test requires that the data from two or more groups being tested must be homogeneous, and the assumption of linearity must be met in the regression.

Multiple Regression Analysis

After the data meets the classical assumptions, multiple regression analysis will be carried out. Multiple regression analysis is used by researchers if the researcher intends to predict the condition of the dependent variable, if two or more independent variables as predictor factors are manipulated.



Partial Testing (t Test)

The t test is used to partially test the influence of independent variables on the dependent, namely the influence of each independent variable consisting of taste and saltiness of the menu.

Simultaneous Testing (f Test)

To find out whether the independent variables have a joint effect on the dependent variable, from a regression equation using a statistical hypothesis.

RESULTS AND DISCUSSION**Validity test**

Validity testing is carried out to determine the validity of a questionnaire in research. The following are the results of the validity test from this research

Table 1. Validity test

Variable	Question Items	R count	R table	Information
Taste (X1)	X1.1	0.852	0.1966	VALID
	X1.2	0.816	0, 1966	VALID
	X1.3	0.882	0, 1966	VALID
	X1.4	0.761	0, 1966	VALID
	X1.5	0.743	0, 1966	VALID
Menu Diversity (X2)	X2.1	0.810	0, 1966	VALID
	X2.2	0.815	0, 1966	VALID
	X2.3	0.794	0, 1966	VALID
	X2.4	0.583	0, 1966	VALID
	X2.5	0.832	0, 1966	VALID
Customer Loyalty (Y)	Y1	0.812	0, 1966	VALID
	Y2	0.816	0, 1966	VALID
	Y3	0.833	0, 1966	VALID
	Y4	0.758	0, 1966	VALID
	Y5	0.773	0, 1966	VALID



Based on the validity test using 100 respondents, it can be seen that the question items Taste (X1), Menu Diversity (X2) and Customer Loyalty (Y) have a calculated r value $> r$ table so from these results the question items X1, X2 and Y are valid .

Reliability Test

A questionnaire can be said to be reliable if the Cronbach's alpha value is greater than 0.60 (>0.60). The following are the results of the reliability test in this research

Table 2. Reliability Test

Variable	Cronbach's alpha	reliability
X1	0.870	reliable
X2	0.821	reliable
y	0.856	reliable

Based on the results of the table above, the Cronbach's alpha value is > 0.60 , it is stated that all question items are said to be reliable

Classic Assumption Test

The classical assumption test is an initial stage to be able to continue further data analysis tests. The classical assumption test is carried out to determine that the processed data is normally distributed and that there is no multicollinearity, and there are no symptoms of heteroscedasticity.

Normality Test

The normality test functions to determine whether the data studied is normally distributed or not. The following are the results of the data normality test in this study.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residuals
N	100



Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.15002038
Most Extreme Differences	Absolute	,048
	Positive	,032
	Negative	-.048
Statistical Tests		,048
Asymp. Sig. (2-tailed)		,200c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

From the table above, it can be seen that the results of the normality test have a significant value of $0.20 > 0.05$, so it is known that the residual value is normally distributed. With this it can be concluded that the normality assumption is met.

Multicollinearity Test

The multicollinearity test is carried out to review whether there are independent variables that have a correlation between other independent variables in the same module. If the VIF value is <10 then it is stated that there is no multicollinearity.

Table 4. Multicollinearity Test

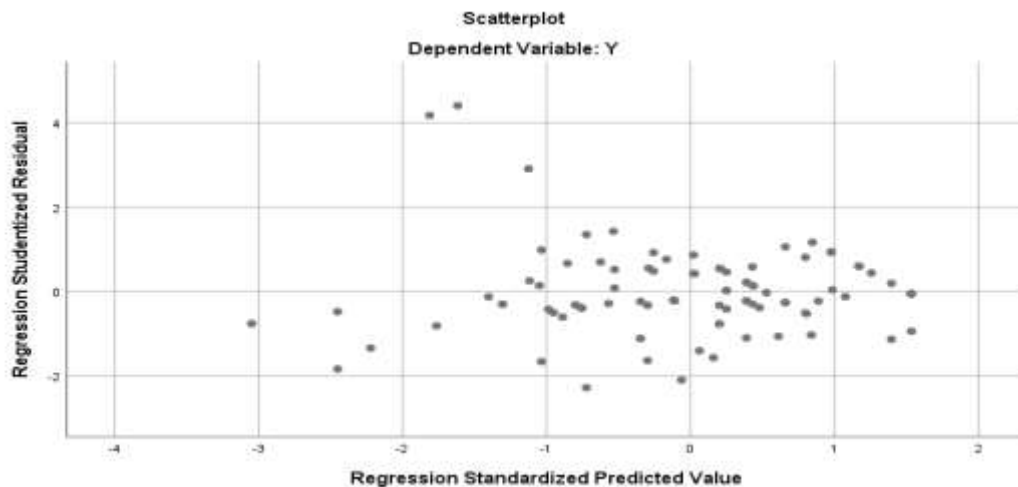
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	2,037	,994		2,050	,043		
	X1	,363	,079	,383	4,602	,000	,359	2,786
	X2	,560	,087	,534	6,421	,000	,359	2,786
a. Dependent Variable: Y								



Based on the results shown in the table, it shows that Taste (X1) and Menu Diversity (X2) obtained tolerance values above 0.1 and the VIF value of variable X1 was 2,786 and the VIF value of X2 was 2,786. because both variables produce a VIF value lower than 10 and getting a tolerance value above 0.1 means that there are no symptoms of multicollinearity.

Heteroscedity Test

The heteroscedity test is carried out to find out whether in the regression model there is an inequality of variance from one observation to another.



Based on the results of the heteroscedity test, it shows that the distribution of the points is not patterned. This shows that the data can be declared homoscedastic.

Multiple linear regression

Used to determine the effect of each dependent (free) variable on the independent (dependent) variable which can be measured through multiple linear regression analysis. In this research, the multiple linear regression model used is Taste (X1) and Menu Diversity (X2) as the dependent variable and Customer Loyalty (Y) as the independent variable. Based on the data processing that has been carried out, it can be seen in the table below.

Coefficients**Table 5. Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,037	,994		2,050	,043		
X1	,363	,079	,383	4,60	,000	,359	2,786
X2	,560	,087	,534	6,421	,000	,359	2,786

a. Dependent Variable: Y

From the table above, the values below are obtained:

- 1) Constant 2.037
- 2) Taste = 0.363
- 3) Menu Diversity = 0.560

The results above are entered into a multiple linear regression equation to produce the following equation: $Y = 2.037 + 0.363(X1) + 0.560(X2)$ from the results of the following regression equation it is known that; The constant value of 2.037 is said to be that if the independent variable value is considered constant then customer loyalty can increase. X1 0.363 has a positive relationship that shows that if the taste has increased, it is followed by an increase in customer loyalty as much as 0.363 assuming other variables are said to be constant. X2 of 0.560 has a positive relationship which shows that if menu diversity increases, it is followed by an increase in customer loyalty of 0.560, assuming the other variables are said to be constant

Hypothesis Test Results**Persial Test (T Test)**

A partial test was carried out to determine the effect of each variable X1 AND The following are the results of the t test:



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,037	,994		2,050	,043		
X1	,363	,079	,383	4,602	,000	,359	2,786
X2	,560	,087	,534	6,421	,000	,359	2,786

a. Dependent Variable: Y

From the table above it can be concluded:

1. From the results of the Taste t test (X1), it is explained that t count > t table 4.602 > 1.984 which indicates that H1 is accepted. Dengam has a significant value of 0.000 < 0.05 which explains that partially Taste has a positive and significant effect on customer loyalty.

2. From the results of the t test for menu diversity (X2), it is explained that t count > t table 6.421 > 1.984 which has an indication that H2 is accepted. Dengam has a significant value of 0.000 < 0.05 which explains that partially menu diversity has a positive and significant effect on customer loyalty.

Simultaneous Test (F Test)

The F test is carried out to find out whether the independent variables together have an influence on the dependent variable.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1609.106	2	804.553	152,863	,000 ^b
Residual	510,534	97	5,263		
Total	2119,640	99			

a. Dependent Variable: Y



b. Predictors: (Constant), X2, X1

Based on the results, the significant value is below 0.05 and the calculated f value $> f$ table $152,863 > 3.09$. which indicates that there is an influence between the variables Taste (X1) and Menu Diversity (X2) on the variable Customer Loyalty (Y). it can be interpreted that H3 is accepted.

Coefficient of Determination Test

The coefficient of determination test is used to measure the ability of the regression model to explain the dependent variable. It can be explained in the table below:

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871a	.759	.754	2.29417
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

From the results above, it is known that the R² (R Square) value is 0.759. From this value, the independent variable contribution can be 0.759 or 75.9%. It can be interpreted that the customer loyalty variable is influenced by the taste variable and the menu diversity variable by 75.9%, while the remaining 24.9% is explained by other variables not discussed in the research.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results and discussion, several conclusions are drawn as follows:

1. The Taste variable (X1) gives positive and significant results on customer loyalty, meaning that good taste can influence the level of visitors and customer loyalty.
2. The menu diversity variable (X2) has a positive and significant effect on customer loyalty. This shows that menu diversity influences consumer purchasing intentions and attractiveness so that consumers feel at home and have high loyalty to Caffe Hitado.



3. Simultaneously the variables Taste (X1) and Menu Diversity (X2) have a positive and significant relationship to customer loyalty (Y) in Bandar Lampung

Suggestion

Based on the results that have been researched, researchers have suggestions that can be considered for Caffe Hitado Bandar Lampung

1. Improve and maintain the quality of taste, both of food and drinks served by Caffe Hitado Bandar Lampung
2. Always update about culinary developments in the city of Bandar Lampung so you can find out what culinary delights are currently popular among the people of Bandar Lampung, so you can add options to the cafe menu list.

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