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## Research Article

### SERVICE QUALITY IN INCREASING THE LOYALTY OF COFFEE'S CONSUMERS

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#### ABSTRACT

This research is aimed at measuring empirically the relation between the service quality by increasing the loyalty of the consumers being the coffee's connoisseur in the Coffee shop, Jakarta, Indonesia and providing the proposal on draft of service quality in increasing the consumers' loyalty. The subject of this research is the consumers in the Coffee shop i.e. 55 persons. This research is quantitative in nature by using *accidental* sampling technique. The measuring devices used is consumers' loyalty scale and service quality scale which validity and reliability are tested by using analysis technique *Statistical Package for Social Science* (SPSS) version 22. The data analysis was conducted by using double regression analysis technique. The double regression analysis finding indicates the significance value (*p-value*) of 0,000 in significant level  $p < 0,05$  it means the service quality is able to increase the consumers' loyalty. Hypothetic stating that the "service quality is able to increase the consumers' loyalty" is accepted. The result describes the existence of the positive relation between service quality and loyalty of consumers being the coffee's connoisseur where the service quality is in medium category and the consumers' loyalty is in medium category. In other words the good service quality by the waitresses in the coffee shop is able to increase the loyalty of consumers being the coffee's connoisseur.

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#### INTRODUCTION

The current globalization era is of course very influential to various sectors, and also with the business sector demanded to continuously develop and for their survival, the business actors are demanded to continuously provide the best service for their consumers, since the consumer's satisfaction will be followed by the loyalty of the use of product used. By the increase in intensity of competition and total competitor, every drink or food shop is demanded to pay attention to the need and desire of its consumer as well as do its best to fulfill anything expected by using the method to become superior, as well as able to be more satisfying than those made by the other drink and food shop as well as other competitor.

The development the small scale business sector obtains a separate enthusiasm from a part of individual desiring to enter the food and drink business sector. One of them can be seen from the development of coffee shop mushrooming in various big towns in Indonesia. This line of business is very strategic to be developed, it is since the capital of the coffee shop is not too significant and relatively easy for operation. In addition, the coffee commodity in Indonesia becomes the commodity supporting the quite fast economic. Indonesia is one of countries constituting the biggest coffee producer and exporter

in the world. This fact is one of main factors encouraging the development of coffee shop in Indonesia.

Coffee is one of plantation produces having the quite high economic value among the other plantation vegetation and plays the significant role as the source of State's foreign exchange.

The development of coffee shop in Indonesia is currently very fast. It can be seen in the centers of town, it is higher than that in the rural people. The consumer's need for practicality and existence of consumptive attitude cause the more emerge and development of cafe or coffee shop providing the food need in practical way.

Coffee is also the source of income of one a half million of coffee farmers in Indonesia. The coffee consumption in the world reaches 70% from the coffee species Arabika and 26% from coffee species Robusta and 4% from the other species (Rahardjo, 2012).

The characteristics of Arabika coffee is the higher size and tend to oval coffee seed, grow at 700 – 1.500 mdpl high at temperature of 16° - 20°c, aroma similar to mixing of flowers and fruit, taste tends to acid having fine texture thereby the taste produces tends to thick and bitter in the mouth and

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caffeine content is lesser if compared to robusta coffee that only has 1,2% of caffeine content. The characteristics of Robusta coffee is it has more rounded seed size, grow at 400-700 mdpl high at temperature of 21° - 24°C, aroma tends to specific sweet, texture is not acid but slightly rough as well as sweeter flavor like chocolate and caffeine content produced is higher than Arabika coffee i.e. about 2,2%.

To win the business competition as well as to meet as well as fulfill anything expected by the consumer, the business actor should of course identify the consumers' need as well as the consumer' satisfaction for the service already provided. By identifying the matters above, then the company will know any matters that should be repaired related to the product as well as service provided. As we understood, the objective of a business is to create the consumers feel satisfied.

The creation of satisfaction is able to provide several benefits, inter alia the relation between the company and its customers becomes harmonious thereby providing the good basis for repeat purchase and creation of loyalty to the mark as well as make a recommendation from mouth to mouth profitable to the company (Tjiptono, 2000).

The effort to maintain customers shall obtain the greater priority than obtain the new customer. Therefore, the customer's loyalty based on the pure and continuous satisfaction is one of the greatest assets potentially obtained by the company.

Kotler in Alma (2007), discloses that service quality is the working procedure of the company trying to repair the quality continuously to the process, product and service produced by the company. While according to Tjiptono (2007), service quality is an effort to fulfill the consumer's need and desire as well as accuracy in presentation thereof in balancing the consumer.

Service quality can be measured from five aspects according to the sequence of degree of relative importance (Tjiptono, 2007), i.e. reliability, guarantee, physical evidence, empathy and responsiveness. The qualified service plays significant role in establishing the consumer's satisfaction and the consumers' loyalty, in addition it also closely relate in creating the profit for the company. More qualified service provided by the company then the satisfaction felt by the consumer will be higher.

According to Tjiptono (2000) consumers' loyalty is the customer's commitment to a mark, shop or supplier based on very positive characteristic in long term purchase. From this definition, it can be construed that the loyalty to mark si obtained due to the existence of combination of satisfaction and complaint. While the customer's satisfaction is emerged from the company's performance to create the satisfaction by minimizing the complaint thereby the long term purchase made by the consumer is obtained.

The consumers' loyalty has very important meaning for the company in maintaining the survival of its business or business activities. The loyal Customers are them who are very satisfied with certain product and service, thereby having enthusiasm to introduce the same to anyone they know. Subsequently in the subsequent phase, the loyal customers will expand their "loyalty" to the other products produced by the same producer.

And finally they are the loyal consumer to certain producer or company forever. Philip Kotler (2001) states that high loyalty is the customer conducting purchase with the increasing percentage in certain company than the other company.

### **Consumers' loyalty**

Consumer shall mean all individual and household purchasing or obtaining the goods or service for personal consumption (Kotler, 2000). Most economic experts assume that the consumer is the economic purchaser, i.e. the people knowing all facts and logically comparing the existing choice based on cost and benefit value received to obtain the greatest satisfaction from money and time they sacrificed (McCarthy & Perreault, 1995). So, consumer is every person using the goods or service made available in the community with intention to fulfill his life need or for various interests without re-trading it. According to Sutisna (2001) the Consumers' loyalty can be categorized into two group i.e. brand loyalty and loyalty shop (store loyalty). Consumers' loyalty can be defined as "attitude to love a mark represented in consistent purchase to such mark along time".

Consumers' loyalty is defined by Oliver (in Taylor, Celuch, and Goodwin, 1999) as the high commitment to re-purchase a product or service loved in the future besides the relation of situation and effort of the marketer in changing the behavior. In other word, the consumer will be loyal to carry out the repeat purchase continuously. According to Rambat Lupiyoadi and A. Hamdani (2008) The study on customer's loyalty is divided into three categories: behavior approach, attitude approach and integrated approach. Behavior approach focuses on consumer's behavior after purchase and measures the loyalty based on purchase level (frequency and possibility to re-purchase).

Attitude approach creates the customer's loyalty from involvement aspect of psychology, favorite, and taste of goodwill to certain service. Integrated approach combines two variables to create by itself the concept of customer's loyalty. By trying to adopt this approach in preparing model, thereby the concept of customer's loyalty is understood as the combination of pleasure attitude of the customer and repeat purchase behavior.

### **Aspects of Consumers' loyalty**

According to Aaker (dalam Joko Riyadi 1999), the factors affecting the consumers' loyalty are as follows:

1. Satisfaction. The consumer will be loyal to a product if he obtains the satisfaction from such product.
2. Habit Behavior. The consumer's habit can be formed due to the consumer's habit. If a thing conducted is already a habit, then such purchaser is no longer necessary to pass the long decision making to remain purchase the same product and not changing the product.
3. Commitment. In a strong product there are consumers having commitment in significant number.
4. Product Preference. The loyalty degree can be measured starting from the emerge of preference to a product until there is trust of such product.

Cost. People think that the company daring to expend the significant cost in a promotion or production the product to

produce will exactly good and qualified, thereby the consumer will be more loyal to such product. The different four types of loyalty emerges if the low and high relationship is cross-classified to the low and high repeat purchase pattern.

1. Without Loyalty. For various reasons, several customer are not develop the loyalty to certain product or service.
2. Inertia loyalty. Low relationship is combined with the high repeat purchase results in inertia loyalty.
3. Hidden loyalty. If the customer has hidden loyalty, the situational effect and not attitude effect that will determine the repeat purchase.
4. Premium Loyalty. It is the type of loyalty mostly preferred for all customers in every company.

**Service Quality**

According to Purwadarminta (Indonesian dictionary, 1996), service is to provide anything required by the other person. While according to Tjiptono (2004) service is an activity carried by the company to the customer already purchasing its product. Then according to Barata ( 2004) a service will be formed due to existence of process to provide certain service from the service provider to the party served.

The international quality expert Deming (in Zulian, 2002) defines the quality is anything being the need and desire of the consumer.

Kotler, 2002 states that quality is entire characteristics characteristic of a product or service in case its capability to fulfill the needs already determined or latent in nature.

Wyckof (Tjiptono, 2008) states that service quality is the excellence level expected and control to the excellence level to fulfill the consumer’s desire. In other words, there are two main factors affecting the service, i.e. service expected and service received.

If the service received exceeds the consumer’s expectation, then the service quality is perceived as the ideal quality. On the other hand, if the service received is lower than those expected, then the service quality is perceived bad.

All matters already described above and the result of research carried out by Ardiantra H.P (2017) indicate the existence of regression coefficient i.e. 0.190 indicating that there is significant effect between the service quality to the consumer’s satisfaction. Then the result of research carried out by Kurniasih D ( 2012), indicates the existence of significant effect between the service quality to consumers’ loyalty.

Then based on data obtained by the researcher from one of coffee shops in Jakarta, there is indication of decrease in income with data as follows:

**Table 1** Graph of Coffee Shop’s Income

Month	Gross Sales	Average
July	Rp. 55.800.000	Rp. 1.800.000
August	Rp. 46.500.000	Rp. 1.500.000
September	Rp. 49.500.000	Rp. 1.650.000
October	Rp. 43.700.000	Rp. 1.456.000
November	Rp. 36.115.000	Rp. 1.200.000
December	Rp. 28.200.000	Rp. 940.000

The management desires in order the consumer visiting to such coffee shop feels satisfying with the service provided as well as

expects that the consumer will come again to enjoy the coffee they made. Therefore the researcher intends to examine the effect of service quality to consumers’ loyalty especially the coffee’s connoisseur in one of coffee shops in Jakarta Indonesia. The hypothetic for this research is “Service quality is able to increase the consumers’ loyalty in the Coffee shop Jakarta, Indonesia”

**RESEARCH METHODS**

**Research Subject**

The subjects that will be used in this research are 55 people. It is since the visitor visiting in every day is about 5 – 10 consumers. The researcher takes the sample found at field. With a very tight participant in his availability to fill out several question and statements provided by the researcher. The sampling method in this research uses *accidental* sampling method.

**Research Instruments**

The measuring devices used in this research is Likert model scale. In which there are scales used by the researcher as the research instrument i.e. service quality scale and consumers’ loyalty scale.

By the calculation of reliability for valid item of service quality scale, it is obtained the reliability coefficient of 0.965. For valid item of consumers’ loyalty scale it is obtained the reliability coefficient of 0.933. Based on the result of calculation, then it can be seen that the scale above has reliability coefficient value in category >0,9. According to the reliability rule of Guilford, it can be said that both scales above are reliable.

**Table 2** Reliability Rule of Guilford

Criteria	Reliability Coefficient
Very valid	>0,9
Valid	0,7 – 0,9
Quite valid	0,4 – 0,7
Less valid	0,2 – 0,4
Invalid	<0,2

**Data Analysis Technique**

This research is the quantitative research which data analysis is directed according to the objective of this research i.e. to increase the service quality in the consumer in one of coffee shops of Jakarta. The statistic method used in this research is the calculation of linier regression that the data processing uses SPSS *for Windows* program version 20.0.

**RESULT AND DISCUSSION**

**Results**

Hereinbelow there are general descriptions of the research subject as presented in table 3 below:

**Table 3** Description of Respondent By Age

No	Age	Total	Percentage
1	< 20 years	5	9,1 %
2	21 – 30 years	25	45,5 %
3	31 – 40 years	15	27,3%
4	41 – 50 years	10	18,2 %

The table above indicates that the greatest number of respondent’s age is at range of 21 years – 30 years, i.e. 25 and

the smallest one is at the age range of less than 20 years, i.e. 5. Since for the 21 years – 30 years is the age of early adult, where in this age, it is more comfortable to spend time outdoors with peers.

**Table 4** Description of Respondent By Education Level

No	Education	Total	Percentage
1	SMA	7	12,7 %
2	Academic	15	27,3%
3	S1	25	45,5%
4	S2	8	14,5%

Table above indicates that the respondent with the Education Level Bachelor Degree is the greatest one at total 25 and the respondent with Education Level Senior High School is the smallest one i.e. 7. It is since the location is quite comfort to be used as place for spend times for just chat (hanging out) or performing tasks from campus.

The result of F value from the double regression analysis indicates that the variable of consumers' loyalty has effect to service quality variable. Anova test indicates *p-value* of  $0,00 < 0,05$  it means significant, it indicates that the consumers' loyalty is the significant explanation of service quality. It can be said that the hypothetic stating that service quality is able to increase the consumers' loyalty is acceptable. It can be seen in table 5 below:

**Table 5** Anova Analysis Finding

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10104.831	1	10104.83	123.424	.000 <sup>b</sup>
	Residual	2701.740	33	81.871		
	Total	12806.571	34			

a. Dependent Variable: Consumers' loyalty  
b. Predictors: (Constant), Service quality

Service quality is jointly able to increase the consumers' loyalty in the Coffee shop, Jakarta. According to the analysis finding, it can be seen that the constant value and fee variable value (service quality) are able to predict that occurring in dependent variable (consumers' loyalty) through the regression equation obtained from the table of analysis finding of double regression. The analysis finding of double regression is presented in table 6 below:

**Table 6** Result of Coefficient Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.179	7.856		-.023	.982
	Quality	.910	.082	.888	11.110	.000

a. Dependent Variable: Consumers' loyalty

Table above describes the average score of 0.910 for every change unit occurring in consumers' loyalty variable. The change of free variable above has positive value thereby it can be stated that the service quality is jointly able to increase the service loyalty significantly.

Subsequently based on the normality test carried to identify the distribution of data population is normal or not. The data tested is the distribution of data in the consumers' loyalty scale and service quality scale. The normality testing in this research uses Kolmogorov Smirnov and Saphiro Wilk technique. It is since

total subject of research is less than 100 then the technique used is Saphiro Wilk. This technique is conducted by using the computation assistance of SPSS for Windows 20.0. The normality test of distribution by using this technique can be stated normal if *p* value is  $> 0,05$ . The result of normality test is presented in table 7 below:

**Table 7** Normality Test

Variable	Saphiro-Wilk	P	Remarks
Consumers' loyalty	0,949	,109	Normal
Service quality	0,980	,766	Normal

Based on the information in table above it can be known that work loyalty and service quality variable has normal distribution.

The contribution provided by every aspect for consumers' loyalty is presented in table 8 below:

**Table 8** Contribution of Consumers' loyalty Aspect

No	Consumers' loyalty Aspect	Contribution
1.	Satisfaction	20,5 %
2.	Habit Behavior	21,54 %
3.	Commitment	19,8 %
4.	Preference Product	19,54 %
5.	Cost for Transfer	18,62 %

The contribution of consumers' loyalty aspect based on the table above is behavior habit aspect having the greatest contribution i.e. 21.54 %. It is stated that the consumer averagely have habit of drinking coffee in the morning or on the sideline of activities. Thereby when it becomes a habit, the consumers *addicted* with coffee seek for coffee shop elsewhere to be able to enjoy the coffee in every day. It is supported from the finding at field. In addition, the smallest consumers' loyalty aspect is at the aspect of cost for transfer i.e. 18.62 %. It is able to describe that the small part of the coffee's connoisseur will object the additional cost. The additional cost should not be imposed upon the consumers.

The contribution provided by every aspect for the work quality is presented in table 9 below

**Table 9** Contribution of Service Quality Aspect

No	Service Quality Aspect	Contribution
1.	Fact / direct evidence	19,9 %
2.	Reliability	19,5 %
3.	Capture power	19,92 %
4.	Guarantee	20,12 %
5	Empathy	20,56 %

Based on the result above, it can be known that reliability aspect is the aspect providing the lowest contribution i.e. 19.5% based on the result of interview conducted by the writer, it is obtained the information that according to the consumers, the taste of coffee produced is frequently not same, thereby the coffee shop does not produce the characteristic of coffee owned by the shop itself. It is also addressed by several customers. They still survive enjoying the coffee at the coffee shop since the facilities provided are very good. While the aspect providing the greatest contribution is empathy aspect i.e. 20.56%. It can be stated that the aspect making the consumer feels satisfying in the service provided is the existence of good communication and empathy from the servers. Frequently the server's friendliness makes the customers feel comfort at the

coffee shop. Table 10 below indicates the data on mean of every scale produced

**Table 10** Categorization

Variable	Theoretical Mean	Finding Mean	Category
Consumers' loyalty	88,5	85,43	Medium
Service quality	94,5	94,06	Medium

The result of calculation of simple regression analysis in table 10 above, indicates that finding mean for consumer's satisfaction is 85.43. While for service quality it is 94.06

Based on the calculation of categorization, it is identified that the attitude of consumers' loyalty is at medium category if viewed from the result of theoretical mean of 88,5 and for service quality it is at medium category if viewed from the result of theoretical mean of 94.5.

**DISCUSSION**

The research finding reveals that service quality is able to increase the consumers' loyalty. The success to increase the consumers' loyalty is from the service quality provided. The service quality is at medium category. Since the result of calculation of simple regression analysis, the finding mean is 85.43 and theoretical mean is 88.5 that the low limit is at 53 – 70,75 and the high limit is at 106.25 - 124.

But according to the result of finding at field, it explains that the service quality is still less accepted well by the consumers. There are part of consumers not accepting the additional cost when in the coffee shop. Since according to the observation at field, the cost should no longer be imposed upon the consumer. It is slightly more make the consumers is less comfort.

Then the consumers' loyalty is at medium category. It indicates the result of calculation of simple regression analysis, finding mean of 94.06 with theoretical mean 94.50 where the low limit is at 55 - 74,75 and the high limit is at 114,25 - 134.

Based on the finding of the result of contribution of every consumers' loyalty aspect having the lowest aspect i.e. the smallest consumers' loyalty aspect is at aspect of cost for transfer i.e. 18.62 %. It is able to describe that the small part of the coffee's connoisseur will object the existence of additional cost.

The additional cost should not be imposed upon consumers. In addition from the result of contribution. Every service quality aspect i.e. the product quality is at the smallest quantity i.e. the reliability 19,5%. It is able to describe that the consumer feels that the reliability of the coffee blender is still less and not yet have the standard taste to produce the taste of coffee according to the consumer's desire.

The finding at field also provides the description that there is difficulty of consumers when making the payment process, it is due to the minimum cooperation with the banking. Thereby sometime the consumers shall make payment by using the cash money.

Then the taste of coffee produced is frequently not same, thereby the coffee shop does not produce the characteristic of coffee owned by the shop itself. The lack in providing quite adequate service to the consumer. Sometime in several times

the server frequently asks to the senior server in blending the coffee asked to the consumer.

The aspects above found at field are able to provide negative impact in the increase in the consumer's satisfaction creating the image of low service quality provided to the consumer thereby affecting the consumers' loyalty to back to come to the coffee shop to enjoy the coffee. Although there are still several persons visit to the coffee shop nothing else just to find a place to talk not caused by the aroma of flavor of coffee served in such coffee shop.

To this end, in this research finding, it is expected that the coffee management will not only repair the service quality but also repair the flavor of coffee served in such coffee shop, in order that the consumer is more loyal and unwilling to transfer his desire to the other place.

The matters above are causing the service quality and consumers' loyalty are at the medium category. As disclosed by Tjiptono (2004), he has opinion that the qualified service plays significant role in establishing the consumer's satisfaction and the consumers' loyalty, in addition it also closely relate in creating the profit for the company. More qualified service provided by the company then the satisfaction felt by the consumer will be higher.

It is same as that disclosed by Gramer and Brown in (Irawan, 2009) providing the definition on Loyalty (service loyalty), i.e. the degree of consumer indicates repeat purchase behavior of a service provider, has a disposition or tendency of positive attitude to service provider, and only considers to use this service provider when there is need to use this service. From the definition submitted by Gramer and Brown, the loyal consumer will not only a purchaser making repeat purchase, but also maintain the positive attitude to the service provider.

**CONCLUSION**

1. The service quality is able to increase the consumers' loyalty in the Coffee shop, it means the higher service quality will be followed by the high consumers' loyalty.
2. Consumers' loyalty in the Coffee shop is at the medium category and service quality is at medium category.

**Suggestion**

**Theoretical Suggestion**

1. There should be further research that is able to disclose the effect of other variable supporting the consumers' loyalty.
2. The similar research can be made again for the different subject, but more expand the subject criteria thereby able to more describe the service quality and loyalty customer levels.

**Practical Tips**

1. The management should build the cooperation with more than several banks to make easy for the consumer to use the debit payment.
2. The flavor of coffee having specific characteristic owned by the coffee shop should be developed.
3. The company's Management shall carry out the new breakthrough in increasing the quality and service as well as facilities and infrastructure such as *wifi* in the

Coffee shop, thereby the consumer feels more comfort in enjoying the coffee.

4. The employees shall be provided with training on personal character in providing service in order that the employee has the sense of empathy, self-confident and capability to serve well
5. The employees shall also be provided with knowledge on the coffee world and their types from all countries, in order that the employee is able to provide the accurate answer to the question addressed by the consumer.

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