THE EFFECT OF PRODUCT AND SERVICE QUALITY ON CUSTOMER LOYALTY FORE COFFEE JABODETABEK

Anna Salsabila, Annisa Syafa Andira*, Devana Dimmy Ramadhanty, Vania Olivia

Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan, Tangerang, Indonesia

e-mail: annisasyafa8@gmail.com
*(Corresponding Author indicated by an asterisk *)*

ABSTRACT

This research is a study that aims to examine the products and services of the Fore coffee shop brand on customer satisfaction and its effect on customer loyalty. The method used in this study is a quantitative research method with a total of 30 respondents domiciled in Jabodetabek. This research method was carried out by distributing questionnaires online as well as testing validity and reliability through the Cronbach Alpha test. The results of this study show that the products and services provided by Fore Coffee are quite good, but the services provided are not too significant compared to the products offered. The results of customer satisfaction from Fore Coffee's products and services are quite visible from the products alone. The relationship between customer satisfaction and loyalty of Fore Coffee proves that products and services can increase customer loyalty. In conclusion, the products and services at Fore Cofffee are quite satisfactory and affect customer loyalty.

Keywords: Customer Satisfaction; Quality of Service; Product Quality; Customer Loyalty

INTRODUCTION

Coffee shops are a popular and rapidly growing business today. Drinking iced coffee has become like a lifestyle for the community, especially in Jabodetabek. The large selection of coffee brands makes contemporary coffee brands compete in order to become the first-choice brand for customers. Service improvement is carried out by increasing the variety of drinks, packaging, shop ambience, to the services and facilities provided by coffee shops.

The Fore Coffee brand is one of the cafes that is quite successful in becoming the main choice of customers in the Jabodetabek area. The common problem of getting from the number of coffee shops available to compete is the main trigger for a brand to provide products and services that can generate customer loyalty. From the products and services provided by the Fore Coffee brand, we want to see the relationship between products and services to customer loyalty with their satisfaction with the products and services provided.

The objectives of this study are:
1. Does product quality affect customer satisfaction at Fore Coffee?
2. Does service quality affect customer satisfaction at Fore Coffee?
3. Does product quality affect customer loyalty at Fore Coffee?
4. Does service quality affect customer loyalty at Fore Coffee?
5. Does customer satisfaction affect customer loyalty at Fore Coffee?

LITERATURE REVIEW

Product Quality is an important thing that can determine consumer satisfaction related to the expectations of these consumers on the quality of the products that consumers feel by looking at the ability of the product to show functions and characteristics that can distinguish products from one another, both in terms of service, people, products, processes, and the environment that affects it.

The dimensions of product quality according to Kotler and Keller (2009), consist of 9 dimensions: (1) shape, (2) characteristics, (3) performance, (4) accuracy, (5) durability, (6) reliability, (7) ease of repair, (8) style, and (9) design.

Product grades are divided into 5 groups, namely:
1. Core benefits
2. Additional basic benefits
3. Product expectations
4. The advantages that the product has
5. The future potential of the product

Parasuraman in Tjiptono (2011) states that there are two factors that affect service quality, namely expected service and perceive service.

There are five dimensions of service quality, namely: (1) tangible, (2) reliability, (3) empathy (4) responsiveness, (5) assurance.

Customer satisfaction is the perceived result of buying and using a product or service that is continuously in accordance with customer expectations, wants and needs. Where according to Irawan (2002) there are 5 factors that affect customer satisfaction, namely: (1) product quality, (2) price, (3) service quality, (4) emotional factors, and (5) cost and convenience.

Customer loyalty can measure how committed customers are to a brand. This can be seen from the good attitude of customers to recommend others to buy products.

Customer loyalty can be seen in terms of repeat purchases, buying products online, referring to others and showing immunity to the pull of competitors.

The loyalty measured can be grouped into 4 types of loyalty groups, namely: (1) without loyalty, (2) weak loyalty, (3) hidden loyalty, (4) premium loyalty.

RESEARCH METHOD

This research took the location or object of research online but was limited to the population of respondents who were domiciled in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). In this study, the method used is a quantitative method that will be tested for validity and reliability using Cronbach's Alpha.

The questionnaire consists of 20 statements and can be answered using the Likert scale which shows the respondent's attitude towards the existing statements.

The population and sample in this study are all Fore Coffee customers with a sampling method using purposive sampling with the type being judgment sampling because the selected sample has considerations for adjustment to the research objectives. Dissemination with questionnaires to a sample of 30 respondents domiciled in Jabodetabek online using Google Form.

Testing questionnaire statements can be seen in the table below.

Table 1. Validity Test Results

Information	Result
r_{tabel}	0,361
Valid (Nilai >0,361)	19 dari 20 Paryatan asumsi valid

Source: Author's data

Decision making testing: a construct or variable can be said to be reliable if it has a Cronbach's Alpha value of > 0.7 (Nunnally, 1994).

The basis for decision making is as follows:
1. A variable can be said to be reliable if it shows a Cronbach Alpha value of > 0.7.
2. A variable can be said to be unreliable if it shows a Cronbach Alpha value of < 0.7.

The results of reliability tests in this study showed that this questionnaire was reliable with a value of 0.88 < 0.7.

Table 2. Cronbach's Alpha Reliability Test Results

Information	Result
#items/suggestion/component	20
sum of the item variances	21.84
variances of Total Scores	134.56
Cronbach's α	0.881764955

Source: Author's data

DISCUSSION

In this study showed that 30 respondents were mostly aged 18 to 21 years as many as 17 people. Aged 22 to 25 years as many as 12 people and aged 26 to 29 years as many as 1 person. A total of 30 respondents are domiciled in Jabodetabek, with a distribution of 8 people

domiciled in Jakarta, as many as 4 people domiciled in Tangerang, as many as 1 person domiciled in Depok, and as many as 17 people domiciled in Bogor. In terms of customer knowledge about Fore Coffee, 8 people know the brand for 1–2 years and as many as 22 people know Fore Coffee for 2–4 years.

Fore Coffee is also quite promising in the market because it meets market demand approved by more than 70% of customers. From this set of questions, it can be concluded that the quality of Fore Coffee products is good because the assessment of respondents about this brand is very clear about it. Regarding service, Fore Coffee does not have special attention from customers and is only felt by customers through direct service rather than through the application provided. Possible lack of use of existing applications is the lack of continuous need for the application and lack of awareness of the application.

Reviewing customer satisfaction seen from the results of the questionnaire that has been distributed, more than 50% of respondents like Fore Coffee products because the products provided are different from other brands. As for the service provided by Fore Coffee is not the main aspect in choosing this brand based on respondents' answers.

Regarding customer loyalty, respondents show weak loyalty to this Fore Coffee brand. It can be seen from the aspect previously explained in terms of repurchase that not many only 30% more than 50% of respondents will refer Fore Coffee to others but do not show immunity to the pull of competitors.

CONCLUSION

Based on research that has been conducted on Fore Coffee customers in Jabodetabek, the products and services provided by this brand are not so significant to customer loyalty because from some aspects that are characteristics of loyalty are only fulfilled in terms of referring the brand to others.

REFERENCES

Anggraeni, D. P., Kumadji, S., & Sunarti. (2016). Pengaruh kualitas produk terhadap kepuasan dan loyalitas pelanggan (Survei pada pelanggan nasi rawon di Rumah Makan Sakinah di Kota Pasuruan). *Jurnal Administrasi Bisnis, 37*(1). https://www.neliti.com/id/publications/87178/pengaruh-kualitas-produk-terhadap-kepuasan-dan-loyalitas-pelanggan-survei-pada-p

Chayadi, S. A., Loisa, R., & Sudarto. (2021). Strategi marketing public relations Kopi Kenangan dalam membangun brand awareness. *Prologia, 5*(1), 175–183. https://journal.untar.ac.id/index.php/prologia/article/view/10112

Irawan, H. (2002). *10 prinsip kepuasan pelanggan.* Elex Media Komputindo.

Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*. Erlangga.

Prajasantana, K. A., Mardiartmi, A. B., & Argo, J. G. (2021). Analisis keputusan pembelian konsumen Fore Coffee Senopati (Studi pada masa pandemi Covid19). *Konferensi Riset Nasional Ekonomi, Manajemen dan Akuntansi, 2*(1), 187–200. https://conference.upnvj.ac.id/index.php/korelasi/article/view/1143

Tjiptono, F. (2011). *Service quality and satisfaction.* Andi Offset.