

## The Influence of Service Quality, Trust and Product Quality on Customer Loyalty of the Coffee Shop "Kopi Roso" Jember

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### Abstract

*Increasingly tight business competition means that every business actor must be able to differentiate between one business and another. This is because the business being managed has advantages that can attract consumer attention. Business actors must ensure consumer satisfaction and design appropriate marketing strategies to encourage repeat purchases. Effective marketing is the key to convincing consumers to choose a product. This research aims to analyze the influence of service quality and product quality on customer loyalty at the Jember "Kopi Roso" Coffeeshop. The population of this research is all Kopi Roso Jember customers with a sample of 70 respondents. Descriptive analysis, validity, reliability, classical assumptions and research hypothesis testing were used to analyze the data. The results of this research are expected to show a significant influence of service quality, trust and product quality on customer loyalty of Kopi Roso Jember.*

### Keywords

*service quality; trust; product quality; customer loyalty; Jember Roso Coffee*



## I. Introduction

Nowadays, there is a lot of competition in business, one of which is business in the coffee shop sector. A coffee shop or what is familiar to our ears is usually called a cafe, which has shifted its meaning. Terminologically, the word café comes from French, namely coffee, which means coffee. Data from the Central Statistics Agency for East Java Province shows that the number of eateries or restaurants in Jember Regency in 2014-2018 decreased with the initial number of 56 eating houses or restaurants becoming 33 eateries or restaurants. This can mean that competition in the coffee shop business in Jember Regency is currently very tight, requiring business people to make various efforts to gain the largest market share and gain loyalty from consumers. One of the cafés that is developing is the coffee shop "Kopi Roso" which was founded for approximately 7 years. Coffee Shop is a coffee house/place that serves all kinds of coffee drinks which was founded in 2017 and managed by Mr. Candra Kurniawan, which is offered to suit the taste buds of East Javanese people, especially the people of Jember.

Customer loyalty is a strong commitment from customers to re-subscribe or re-purchase preferred products or services consistently in the future, even though situational influences and marketing efforts have the potential to cause switching behavior (Qomariah, 2016). Loyalty can arise from good product quality and service quality that meets consumer expectations. Service quality is an important aspect in realizing customer loyalty, which can be created through customer satisfaction (Mu'ah & Masram, 2014).

Customer loyalty is a customer's commitment to continue to subscribe and consistently repurchase a company's products or services in the future. Customer loyalty is important because it improves financial performance, maintains company survival: increases company profits increases customer satisfaction. Customer loyalty can increase due to good service quality and product quality which is always maintained by the service provider.

The essence of service quality lies in efforts to satisfy customer needs and desires, as well as ensuring the accuracy of delivery in line with their expectations. Service quality is any action or deed offered by one party to another party that is intangible (not physically tangible) and does not result in ownership of an object (Kotler, 2019). Service quality is the expected level of excellence and its control to fulfill customer desires (Tjiptono, 2014). The two main factors that influence it are expected services and perceived services. Whether service quality is good or bad depends on the service provider's ability to consistently meet customer expectations.

According to (Parasuraman et al. 1985). Good quality service will always be remembered by customers. With good service from service providers, customers will feel satisfied, and if customers are satisfied, customers will provide recommendations to other customers to use or consume the products or services they have consumed.

Consumer trust is consumer trust as all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits (Mowen & Minor, 2012). Trust is the foundation of business, therefore it is important for business people to maintain the trust given by customers. Business transactions between two or more parties will occur if each party trusts each other. There are three factors that shape a person's trust in others, namely ability, good deeds, and integrity.

Several studies which also link service quality with customer loyalty are those conducted by Siswadi (2018), this research aims to determine the effect of Service Quality on Customer Satisfaction and Customer Loyalty. This research was carried out at the Bogor Agricultural Institute (IPB) Library in 2018. Respondents in this research were visitors to the IPB Library who had visited the IPB Library more than once. The number of respondents in this study was determined to be 262 respondents using a sampling technique called purposive sampling. The analysis technique used in this research uses Structural Equation Modeling (SEM) analysis with the help of the LISREL 8.80 program. The results of this research show that: there is a direct positive influence of service quality on satisfaction. There is a direct positive influence of satisfaction on loyalty. There is a direct positive influence of service quality on loyalty. There is an indirect positive influence on service quality on loyalty.

According to Septyarani & Nurhadi (2023), in research entitled "The Influence of Service Quality and Customer Satisfaction on Customer Loyalty" and the research results show that service quality has a significant positive effect on customer satisfaction. Likewise, service quality and customer satisfaction have a positive and significant effect on customer loyalty. Other research that also discusses the issue of service quality and customer loyalty was conducted by: (Pahlevi, et al. 2021), (Putro, et al. 2014), (Harun, 2015), (Kuntari, et al. 2016), (Wu, 2011), (Rorong et al., 2023), (Dimiyati & Subagio, 2016), (Saleem & Raja, 2014), (Muzammil, et al. 2017), (Saputra, 2013), (Subagja & Susanto, 2019), (Nursaid, et al. 2020), (Mutmainnah, 2018), (Djanas, 2016), (Ariani, et al. 2019), (Pradnyaswari & Aksari, 2020), (Listiyana, et al. 2022), (Meriana & Nawangsari, 2023), (Sinurat & Ali, 2020), (Hanny & Krisyana, 2022), (Antanegoro, et al. 2017), (Hakim, 2021), (Mahsyar & Surapati, 2020), (Putro et al. , 2014)

Consumer trust is consumer trust as all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits (Mowen & Minor, 2012). Business people must always maintain the trust given by customers. Trust can be maintained by continuing to provide good quality products. Research conducted by (Firdaus et al., 2023), (Supertini et al., 2020), (Setiawan et al., 2016), (Affandi & Sulistyawati, 2015) states that trust can increase customer loyalty.

## **II. Literature Review**

### **2.1 Service System**

Service quality is a vital element in the marketing process. This is because service quality is the main factor that determines customer satisfaction. The concept of service quality refers to quality standards that must be understood and applied in providing services to customers. This understanding must not only be based on assumptions or stories, but must be based on standards that are recognized and applied internationally, such as ISO (International Standardization Organization) standards. Awareness of product quality is manifested in a continuous process, starting from identifying consumer needs, formulating product (service) concepts, to post-delivery. This effort aims to obtain feedback and understand consumer aspirations (Lupiyoadi, 2013). Service quality as the level of superiority that customers expect and feel for the services they receive compared to other available alternatives and the importance of the perception gap which is the difference between customer expectations about services and the reality of the services they receive. According to (Parasuraman, 1998), the concept of service quality focuses on five main dimensions of service quality by developing the servqual model to measure service quality, which consists of five main dimensions: 1) reliability, 2) the ability to provide services that are timely, accurate, and consistent, 3) responsiveness 4) speed and willingness of staff to help customers, 5) assurance, 6) empathy, 7) physical evidence.

### **2.2 Trust**

Consumer trust is consumer trust as all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits (Mowen & Minor, 2012). Trust is the foundation of business, therefore it is important for business people to maintain the trust given by customers. Business transactions between two or more parties will occur if each party trusts each other. There are three factors that shape a person's trust in others, namely ability, good deeds, and integrity. Trust is generally seen as a fundamental element for the success of a relationship. With trust that continues to be respected, relationships will be maintained and business will continue to run. Once one of you breaks trust, the relationship becomes no longer good.

### **2.3 Product quality**

Quality is a fundamental aspect that cannot be separated from the products or services offered by a company. This is an important factor in meeting customer needs and increasing competitiveness in the market. Product quality can be interpreted as the greater selling value that a product has compared to competing products. High quality products are able to provide benefits and meet customer needs optimally. According to (Kotler, 2019), product quality is the ability of a product to carry out its function. This capability covers various aspects, such as 1) Durability: The product's resistance to use and damage, 2)

Reliability: The product's reliability in working well and consistently, 3) Accuracy: The product complies with established specifications and standards, 4) Convenience: Ease of use. Use, operation and maintenance of the product, 5) Repair: Ease of repair if damage occurs. Product quality is a multidimensional concept that is not easy to measure directly.

According to (Tjiptono, 2014), the concept of "substitute quality" is an alternative for assessing product quality. The quality of this substitute reflects consumer demands and consists of several elements, namely: 1) Affordability, namely that consumers are not only looking for high quality products, but also at a reasonable price, 2) Economical, namely that consumers want products that are energy efficient, durable, and require low maintenance costs, 3) Durability, namely products made from durable materials and resistant to changes over time, will be preferred by consumers because product durability indicates long-lasting quality and value, 4). Safety, namely products that are safe to use and do not harm consumers, is a fundamental aspect of product quality, 5). Ease of Use, namely consumers want products that are easy to use without requiring special training, 6) Ease of Production: namely products that are easy to make from easily obtained raw materials and an efficient production process that will reduce production costs and increase the economic value of the product, 7) Sustainability, namely in In the modern era, consumers are increasingly concerned about environmental sustainability, where products that are easily discarded or recycled become an attractive added value for consumers.

## **2.4 Customer loyalty**

Loyalty is a complex concept containing attitudinal and behavioral dimensions. According to (Mu'ah & Masram, 2014), loyalty from a behavioral perspective is sustainable repeat purchases. According to (Lupiyoadi, 2013), loyalty is an attitude referring to consumers' ability to maintain relationships with service providers. This shows consumers' emotional and psychological commitment to a brand or company. According to (Kotler & Keller, 2016), loyalty is a process that involves thoughts and emotions between customers and the company that cannot be measured and managed, because the thoughts and emotions of one customer are different from another so it is difficult to measure or symbolize.

Meanwhile, according to (Oliver, 2015), customer loyalty is a form of strong commitment to make purchases, consume the product again or replace it with another product consistently in the future. This reveals that loyalty occurs because of consistency in making future purchases of products or services from the same brand, purchases made by customers from the same brand show commitment. According to Kotler & Keller (2016), customer loyalty is a deeply held commitment to purchase or support a preferred product or service again in the future, despite situational influences and marketing efforts that have the potential to cause customers to switch. There are several strategies that companies can use to build customer loyalty, such as: 1) Providing high quality products or services, 2) Providing excellent customer service, 3). Building strong relationships with customers, 4) Offering rewards programs, 5) Leveraging customer data. Customer loyalty is a significant factor that contributes to company performance and is recognized as a fundamental source of competitive advantage. This loyalty is defined as a customer's deep commitment to continuing to purchase or support their favorite products/services in the future, even when faced with various situations and competitive marketing efforts (Kotler & Keller, 2016). This commitment encourages loyal consumers to repeatedly use the company's products/services and is resistant to competitors' marketing strategies.

### III. RESEARCH METHODS

This research aims to test the influence of the independent variable on the dependent variable within a causality framework. Based on the definition (Sugiyono, 2017), causality research investigates causal relationships between variables. This research involves one or more independent variables as hypothesized causes and one or more dependent variables as consequences. Causal relationships are analyzed using statistical and econometric methods, taking into account a strong experimental design to strengthen causality conclusions (Ferdinand, 2015). The population of this research is all Kopi Roso Jember customers who are at least 17 years old. A minimum sample of 70 respondents was obtained based on special criteria. Reliability tests and validity tests were carried out to test the quality of the research instruments, and simple linear regression was used to test the hypothesis.

### IV. Results and Discussion

#### 4.1 The Influence of Service Quality on Customer Loyalty

Research on the relationship between service quality and customer loyalty shows that service quality is an important factor that can influence customer loyalty. Culinary owners who want to increase customer loyalty need to focus on improving the quality of their service. The relationship between service quality and customer loyalty has become a popular research topic in various disciplines. An in-depth study of this relationship is important to understand how service quality can influence customer loyalty and, ultimately, improve business performance. Service quality theory suggests that service quality is a marketing component that is difficult for competitors to imitate. This is due to its intangible nature and can only be felt directly by customers. Customers who have experienced the best quality service from a company will have high expectations that other brands cannot necessarily fulfill. The impact of service quality on customer loyalty is based on previous research, good service quality can increase customer loyalty through several mechanisms, namely customer satisfaction and perceived value, trust, attachment and emotionality. Meanwhile, the implications for service providers need to continue to improve service quality to increase customer satisfaction and perceived customer value, build customer trust, create emotional attachment with customers. Research on the relationship between service quality and customer loyalty. Research conducted by (Salehuddin, et al. 2024), (Qomariah, et al. 2021), (Qomariah, et al. 2023), (Fahmi, et al. 2020), (Sanosra, et al. 2022), (Purnomo, et al. 2023), (Nikmah, et al. 2022) which states that service quality can increase customer loyalty. In contrast to the findings of (Soliha, et al. 2019), (Ciputra & Prasetya, 2020), (Qomariah, 2012), (Chao, et al. 2015), (Sukamuljo, et al. 2021), (Nursaid et al., 2024), (Meesala & Paul, 2018), (Amin & Nasharuddin, 2013), (Gera et al., 2017), (Nursaid et al., 2020), (Shi et al., 2014), (Al-dweeri et al., 2017), (Osman & Sentosa, 2013), (Kassim & Abdullah, 2010), which show there is relationship between quality customer service and loyalty. However, this research is optimistic that improving service quality at Kopi Roso Jember will be able to increase customer loyalty.

#### 4.2 The Influence of Trust on Customer Loyalty

Consumer trust is consumer trust as all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits (Mowen & Minor, 2012). Trust is the foundation of business, therefore it is important for business people to maintain the trust given by customers. Therefore, it is very important to maintain the trust

that has been given by other parties. The results of previous research, according to (Firdaus et al., 2023), state that trust has a positive and significant effect on loyalty. This opinion is supported (Supertini et al., 2020), (Gultom et al., 2020), (Rafiah, 2019), (Soegoto, 2013), (Ayu & Sulistyawati, 2018), (Setiawan et al., 2016) where in his research it was stated that customer trust had a positive and significant effect on loyalty.

#### **4.3 The Influence of Product Quality on Customer Loyalty**

Various studies have shown the influence of product quality on customer loyalty. Product quality has a positive and significant relationship to customer loyalty. Superior product quality can help companies to attract customers from competitors, because good product quality increases customer satisfaction, is able to build customer trust, and can help companies to compete with competitors. Several factors can influence product quality, including: 1). Design products that meet customer needs and expectations, 2). High quality raw materials will produce products that are more durable and reliable, 3). A well-controlled production process will produce products with minimal defects, 4).: Strict quality control will ensure that the products produced comply with established standards.

It is hoped that this research can enrich the body of knowledge by showing that the quality of Jember Coffee Shop "Kopi Roso" products is delicious and accepted by the people of Jember and is able to increase customer loyalty. Previous studies have conducted research on the relationship between product quality and customer loyalty, including: (Salehuddin et al., 2024)(Salehuddin et al., 2024), (Mu'ah, et al. 2021), (Iriyanti, et al. 2016), (Kurniawati, et al. al. 2014), (Anggraeni, et al. 2016), (Wedarini, 2013), (Putro et al., 2014), (Pusparani & Rastini, 2014), (Naini, et al. 2022), (Wantara & Tambrin , 2019), (Hakim, 2021), (Mahsyar & Surapati, 2020) which states that product quality can provide increased customer loyalty.

### **V. Conclusion**

Based on the explanation that has been explained regarding theory and also the results of previous research that has been carried out, the conclusions on this research design are:

1. The first hypothesis states that the quality of service provided by the Coffee Shop "Kopi Roso" Jember has a positive influence on customer loyalty. It is hoped that this hypothesis will be proven after the research is completed.
2. The second hypothesis states that customer trust in the Jember "Kopi Roso" Coffee Shop has a positive influence on customer loyalty. It is hoped that this hypothesis will be proven after the research is completed.
3. The third hypothesis states that the quality of the products produced by the Coffee Shop "Kopi Roso" Jember has a positive influence on customer loyalty. It is hoped that this hypothesis will be proven after the research is completed.

#### **Suggestion**

The results of this research are to increase knowledge, especially about marketing management with the concepts of service quality, trust and product quality which are associated with customer loyalty. For management, the variables of service quality, trust and product quality are very important so they can be used as input in increasing customer loyalty.

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