

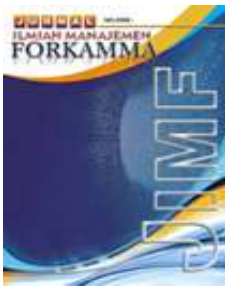
Antecedents of Customer Loyalty Using Social Exchange Theory in Building Customer Loyalty in the Coffee Shops

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ARTICLES INFORMATION

ABSTRACT



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Visiting coffee shops has become a trend and culture in Indonesian society, especially in Greater Jakarta (Jabodetabek). It results in a rapidly growing coffee shop industry with high competition. Many local and international coffee shops are expanding its store in Greater Jakarta. Many previous studies have examined the factor affecting customer loyalty before and during the pandemic period. With the better condition of pandemics and significant reduction of social restriction, this study aims to analyze the factor affecting customer loyalty. Service quality, store atmosphere, price fairness, and customer satisfaction are those factors. An SEM path analysis is used to examine the four hypotheses that have been proposed. The findings show that service quality, store atmosphere, and price fairness affect customer satisfaction. Also, customer satisfaction has an effect on customer loyalty. The findings also support that service quality is a significant driver in the coffee shop industry in Greater Jakarta.

Keyword :

coffee shop; customer satisfaction; customer loyalty; price fairness; service quality; store atmosphere.

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A. INTRODUCTION

The culture of enjoying coffee is a trend in Indonesian society, especially in Greater Jakarta. According to Kementerian Perindustrian (2016), Jakarta has more than 3.000 coffee shops in its region. Nowadays, people come to a coffee shop not only to enjoy drinking coffee but also to meet and have fun with friends and colleagues (Hidayah, 2018). The coffee shop industry retail was predicted to grow by approximately 11.4% from 2017-2021 (Normala, 2018). This trend and consideration about growing coffee consumption make coffee shops grow and spread everywhere.

Due to this business's rapid growth, the competition in this industry has become high (Dhisasmito & Kumar, 2020). Another threat of competition is the increase in coffee shops opening with well-known brands such as Starbucks. Starbucks has opened 60 new outlets in Indonesia and has 300 outlets in 22 cities throughout Indonesia (Laucereno Ferbrina, 2018). To survive in this tight competition in the coffee shop industry, a company should create customer loyalty so that the customer can repurchase its product and create sustainable purchasing (Sulibhavi & Shivashankar, 2017).

Service Quality is a strong predictor of loyalty in several countries like Indonesia (Albari & Kartikasari, 2019) and Malaysia (Majid et al., 2018). Loyalty has several factors, such as satisfaction (Githiri, 2018), service quality (Abdullah et al., 2018), store atmosphere (Lee et al., 2018), and price fairness (Abdullah et al., 2018). This study examines the relationship between service quality, store atmosphere, price fairness, satisfaction, and loyalty in coffee shops. This study aims to enrich the knowledge about those predictors in coffee shops in Greater Jakarta.

The pandemic has decreased the number of visitors coming to coffee shops significantly as the social restriction implemented in this country (Putri et al., 2021). In the pandemic era, people tend to use delivery orders or take away coffee (Adithia & Jaya, 2021). The previous study done by Dhisasmito and Kumar (2020) shows no relationship between store atmosphere and customer satisfaction in the pandemic period. According to Putri et al. (2021), since the social restriction was loosened due to the better condition of the Covid-19 outbreak, consideration of store atmosphere affects 53% of coffee purchase motivation. This study examines five coffee shop brands with the biggest number of outlets in Indonesia, according to Aditiya (2019), such as Janji Jiwa, Starbucks, Jco Donut & Coffee, Dunkin, and Kopi Kenangan. This study aims to analyze the further impact of service quality, store atmosphere, price fairness, satisfaction, and loyalty in these coffee shop brands in a better pandemic where social restrictions loosened significantly. Based on Social Exchange Theory, the relationship between people is based on the economic factor when people consider the benefit they get and the sacrifice they give (Xia et al., 2021). Customers who pay a certain amount of money to consume a coffee shop's product tend to compare the benefit they get from the product they have purchased.

B. LITERATURE REVIEW

Customer loyalty is the willingness of customers to repurchase a particular brand with value even though there are many competitors with similar brands that provide more interesting features or lower prices (Aaker, 1991; Ali et al., 2018). If the company wants to change on features or prices of a product, it will affect customer loyalty. It will answer whether customers want to switch to another product or not. According to (Yulianto et al., 2021), customers who are loyal to a particular product tend to tell their family, relatives, friends, or colleagues about the product they consumed. Brand loyalty can add value as an asset to the company because it provides the long-term customer.

Service quality defines the ability of the product to satisfy the customer's need (Keller and Kotler, 2016). Service quality can be described in five dimensions: tangibles,

reliability, responsiveness, assurance, and empathy (Keller and Kotler, 2016). According to Dhisasmito and Kumar (2020), Tangible is defined as the physical appearance of the store itself, including equipment, facility, and the appearance of the store's personnel. Reliability is defined as the company's ability to deliver the product per the company's promises (Al-Ababneh et al., 2018). Dhisasmito and Kumar (2020) mentioned responsiveness as the personnel's willingness to help the customer at the right time, provide the product appropriately, and answer the customer's request well. Al-Babneh et al. (2018) mentioned assurance as the ability of personnel to deliver the product appropriately to get customers' confidence to trust and feel safe about the brand. Keller and Kotler (2016) defined empathy as the personal attention put on the customer, understanding the customer's problems, and treating them personally. Satisfaction is defined as an evaluation given by the customer based on the product they buy (Xu, 2022). According to (Dam & Dam, 2021), satisfaction means the result of competitive advantages to satisfy customers better than any competitors beyond the needs of the customers. Customer Satisfaction is an evaluation of products or services they get, and it gives the level of happiness on consuming the product. According to (Tanu et al., 2009), service quality affects customer satisfaction in the restaurant industry. Quality is also proven to affect customer satisfaction (Keshavarz et al, 2016). According to Dhisasmito and Kumar (2020), service quality affects satisfaction. So based on these theories, this study proposes :

- H1. Service Quality has an effect on Customer Satisfaction.
- H2. Store Atmosphere has an effect on Customer Satisfaction.
- H3. Price Fairness has an effect on Customer Satisfaction.
- H4. Customer Satisfaction has an effect on Customer Loyalty.

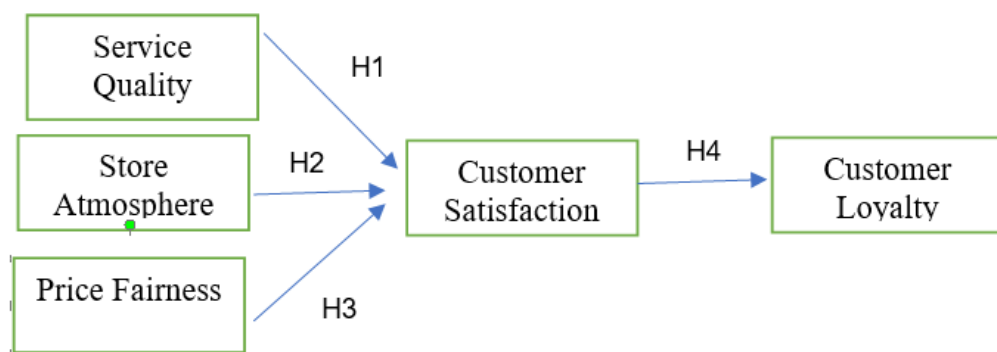


Figure 1. Conceptual Framework

C. RESEARCH METHODOLOGY

The research design used in this study is causal research. According to Sekaran and Bougie (2016), this research examines the causal relationship between a variable towards other variables. This study uses an online survey (questionnaire). The respondent involved in this study is the customer of coffee shop brands such as Janji Jiwa, Starbucks, Jco Donut and Coffee, Dunkin, or Kopi Kenangan, who has visited those coffee shop brands in Greater Jakarta at least once in the last three month. This study uses nonprobability sampling where the respondent of the research has the same opportunity to be the sample. Fraenkel and Wallen (2012) agree with Sekaran (2000) and Roscoe (1975) that for most studies, a sample size used between 50 – 500 would be sufficient. The sampling technique used in this study is purposive sampling, which chooses a sample based on particular criteria (Sekaran and Bougie, 2016). This study uses an interval scale that considers respondents' perceptions of a particular object in measuring the variables. In measuring indicators in each variable, this study uses 5 points Likert

rating scale (Sekaran and Bougie, 2016). This rating scale consists of 1-strongly disagree to 5-strongly agree. Instrument testing in this study uses validity and reliability testing. Validity testing uses Confirmatory Factor Analysis (CFA) based on factor loading value (Hair, 2011). Reliability testing uses Cronbach's Alpha according to Ghozali (2007) in Kusumawati & Rahayu (2020). Before doing hypothesis testing, this study examines the goodness of fit according to Hair et al. (2011). This study uses Structural Equation Modelling (SEM) to examine the hypothesis using AMOS.

D. RESULTS AND DISCUSSION

This study involves 120 respondents. Most respondents are male (55%), aged 25-29 years (50%). Most of the respondent has Bachelor's degree (37,5%) and has an occupation as a government employee (42.5%) with an income of 5.000.000-10.000.000 IDR (34.2%). The further detail of respondents' profiles can be seen in Table 1.

Table 1. Profile of Respondents

Profil	Frequency	Per cent (%)
Gender		
Male	66	55%
Female	54	45%
Age		
≤ 18-24 years	47	39.2%
25-29 years	60	50.0%
30-34 years	9	7.5%
35-40 years	4	3.3%
Education		
Senior High School	29	24.2%
Diploma	43	35.8%
Bachelor	45	37.5%
Master	3	2.5%
Occupation		
Government employee	51	42.5%
Private employee	20	16.7%
Student	35	29.2%
Entrepreneur	6	5.0%
Others	8	6.7%
Income		
< 2.000.000 IDR	23	19.2%
2.000.000 – 5.000.000 IDR	24	20.0%
5.000.000 – 10.000.000 IDR	41	34.2%
> 10.000.000 IDR	32	26.7%

The validity test uses CFA. According to Hair et al. (2011), the cut-off of factor loading used in 120 samples is 0.50. All indicators have factor loading ≥ 0.50 . Thus all indicators are valid. The reliability test uses Cronbach's Alpha. According to Ghozali (2007) in Kusumawati and Rahayu (2020), the cut-off of Cronbach's Alpha is 0.60. All indicators have Cronbach's Alpha ≥ 0.60 . Thus all indicators are reliable.

Table 2. Validity and Reliability Test

Variabels and Indicators	Factor Loading	Cronbach's Alpha	Source
Service Quality			
The coffee shop space is very comfortable	0.694	0.947	Dhisasmito and Kumar (2020)
The coffee shop equipment is modern dan up to date	0.685		
The equipment used by the coffee shop is appropriate and comfortable.	0.774		
The coffee shop capacity is enough for visitors	0.623		
The coffee shop service is comfortable and appropriate	0.750		
The appearance of the coffee shop officer is appropriate	0.724		
When a coffee shop makes a promise, it must be kept	0.632		
When consumers face problems, these coffee shop employees give sympathy	0.703		
The whole inside of this coffee shop is convincing	0.685		
This coffee shop provides services according to the promised time	0.763		
The coffee shop notifies the customer exactly when the service will be performed	0.704		
Customers receive proper service from coffee shop employees	0.767		
Coffee shop employees are always willing to help their customers	0.729		
The coffee shop employee has time to respond to customer requests	0.744		
I can trust the coffee shop employees.	0.666		
I feel safe interacting with coffee shop employees	0.775		
The employees at this coffee shop are very polite	0.743		
Coffee shop employees give personal attention to customers	0.707		
Employees at the coffee shop serve customers wholeheartedly	0.711		
Coffee shop employees know what the customer needs	0.686		
Store Atmosphere			
The coffee shop has a cosy	0.790		

atmosphere.		0.878	Dhisasmito and Kumar (2020)
The atmosphere in this coffee shop is not unfamiliar to me	0.843		
It is very comfortable to spend time in this coffee shop	0.901		
This coffee shop makes me relax	0.896		
Price Fairness			
This coffee shop offers the best price packages that meet my needs	0.879	0.830	Dhisasmito and Kumar (2020)
The food prices charged by this coffee shop are reasonable	0.879		
The cost in this coffee shop seems to be worth what I got	0.848		
Overall this coffee shop offers a better price option compared to other coffee shops	0.810		
Customer Satisfaction			
I am satisfied with this coffee shop	0.886	0.919	Dhisasmito and Kumar (2020)
I enjoyed the atmosphere at this coffee shop	0.886		
My decision to visit this coffee shop is very right due to previous good experiences.	0.896		
The quality of the food and drinks in this coffee shop met my expectations	0.813		
Overall I am satisfied with this coffee shop	0.871		
Customer Loyalty			
I will say positive things about this coffee shop to others	0.845	0.884	Dhisasmito and Kumar (2020)
I would recommend this coffee shop to anyone asking for advice	0.891		
I will invite friends and relatives to visit this coffee shop.	0.867		
I will probably learn a lot from this coffee shop in the future	0.783		
I will keep buying even if the price goes up	0.845		

Before going into hypothesis testing, model fit testing should be done. Table 3 shows the goodness of fit test. The result has 4 Good Fit, 3 Marginal Fit, and 3 Poor Fit. According to Hair et al. (2011), a model with at least 1 Good Fit is considered fit and eligible to proceed to hypothesis testing.

Table 3. The Goodness of Fit Test

Type of Measurement	Measurement	Value	Proposed Acceptance Limit	Conclusion
Absolute fit indices	RMS	0,094	≤ 0,08	<i>Marginal Fit</i>
	ECVI	12,693	Closer to	Good Fit

			Saturated value compared to independence	
	RMR	0,046	$\leq 0,05$	<i>Good Fit</i>
Incremental fit indices	IF	0,814	$\geq 0,90$ or closer to 1	<i>Marginal fit</i>
	NFI	0,691	$\geq 0,90$ or closer to 1	Poor Fit
	TLI	0,799	$\geq 0,90$ or closer to 1	Poor fit
	CFI	0,812	$\geq 0,90$ or closer to 1	<i>Marginal fit</i>
	RFI	0,670	$\geq 0,90$ or closer to 1	<i>Poor fit</i>
	Parsimonius fit indices	CMIN/DF	2,043	Lower limit 1, upper limit 5
AIC		1510,523	Closer to Saturated value compared to independence	<i>Good Fit</i>

Table 4. Hypothesis Testing

Hypothesis	Estimates	p-value	Result
H1. Service Quality has an effect on Customer Satisfaction.	0,432	0.000	Supported
H2. Store Atmosphere has an effect on Customer Satisfaction.	0,370	0.000	Supported
H3. Price Fairness has an effect on Customer Satisfaction.	0,290	0.000	Supported
H4. Customer Satisfaction has an effect on Customer Loyalty.	0,894	0.000	Supported

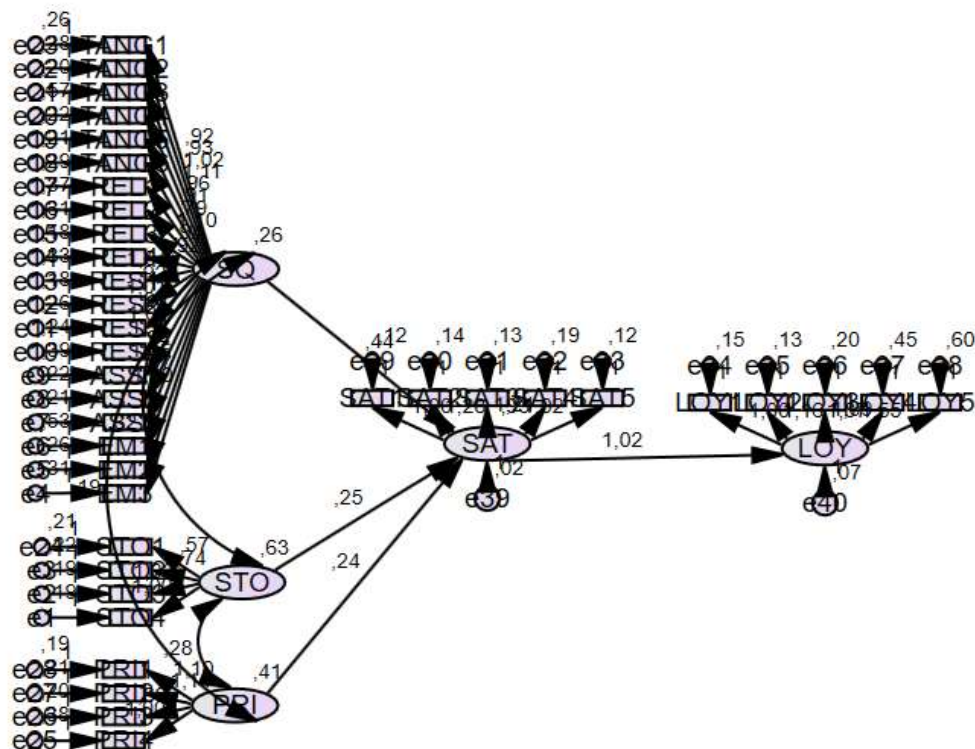


Figure1. Diagram Output of SEM

Table 4 shows the results of hypothesis testing using SEM. The result of H1 shows a p-value of $0.000 \leq 0,05$. Thus, H1 is supported. It is proven that Service Quality has an effect on Customer Satisfaction. It supports the study by Dhisasmito and Kumar (2020) and Dewi et al., 2021. The estimate value of 0.432 indicates a positive effect. The better service quality is given, the better customer satisfaction got by the company.

The result of H2 shows a p-value of $0.000 \leq 0,05$. Thus H2 is supported. It is proven that Store Atmosphere has an effect on Customer Satisfaction. It does not support the study done by Dhisasmito and Kumar (2020) but supports the study done by (Nurhajjah et al., 2022). The estimate value of 0.370 indicates a positive effect. The better the store atmosphere created, the better customer satisfaction got by the company.

The result of H3 shows a p-value of $0.000 \leq 0,05$. Thus H3 is supported. It is proven that Price Fairness has an effect on Customer Satisfaction. It supports the study by Dhisasmito and Kumar (2020) and Bernardo et al., 2022. The estimate value of 0.290 indicates a positive effect. The better price fairness created, the better customer satisfaction got by the company.

The result of H4 shows a p-value of $0.000 \leq 0,05$. Thus H4 is supported. It is proven that Customer Satisfaction has an effect on Customer Loyalty. It supports the study by Dhisasmito and Kumar (2020) and Dewi et al. (2021). The estimate value of 0.894 indicates a positive effect. The better customer satisfaction created, the better customer loyalty got by the company.

E. CONCLUSION

Indonesia's coffee shop industry is rapidly growing, especially in Greater Jakarta. During the pandemic, customers used takeaways or online delivery to buy products from coffee shops. This rapidly growing business creates high competition among coffee shops brand in Greater Jakarta. Many studies examined the factor affecting customer loyalty during the pandemic period. With the better condition of pandemic and significant

reduction of social restrictions by the government, it is important to analyze the antecedents of customer loyalty in the coffee shop. This study presented the concept of service quality, store atmosphere, price fairness, customer satisfaction, and customer loyalty. This study proposed four hypothesis. The findings verified all four hypotheses. Thus a company can make a better strategy in creating customer loyalty based on service quality, store atmosphere, price fairness, and customer satisfaction. The finding showed that service quality is the major driver of customer satisfaction. Customer satisfaction is also a strong predictor of creating customer loyalty.

This study is limited to coffee shop brands with the biggest number of outlets in Jakarta in 2019. Thus in 2022, there may be many brands established excluded in this study. Researchers can study these latest brands for future study. This study is also limited to Greater Jakarta, which does not generally represent Indonesia. Nowadays, customers come to coffee shops not only to enjoy coffee but also food (cake, dessert, etc.) and entertainment (live music). Thus the future study can involve food quality and entertainment as the variable for the next study.

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