

Student as a Customer Loyalty in Coffee Shop

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Abstract. This study aimed to discovered a picture of student loyalty as cafes customers seen from 4 aspects: the intention to revisit, the intention to invite others to come to the cafe, the intention to recommend the cafe, and the intention to buy food and drinks at the cafe. The design of this study was survey research in which the questioner was filled out by google form. This study held in 2022, involved 124 students as subjects by voluntary sampling technique. Customer loyalty was divided into four aspects of action, namely the intention to repurchase food and drinks there, the intention to suggest others, the intention to visit the place again and the intention to invite others to come there. Of the four aspects, most subjects agreed with the aspects asked (>50%). Even >20% of subjects chose the answer strongly agree.

Keywords: Coffee Shop, Customer Loyalty, Student

1 Introduction

The growth of the culinary industry has been significantly increased over the years, and the café business is no exception. The growth of this café business in Indonesia was predicted to reach 20% by the end of 2019 and continue to increase every year [9]. Of course, this high business also generates high revenue. Every day, cafes earn revenue from the sale of almost 80 cups or even more [3].

Cafes have a high appeal for millennials because they not only serve food and drinks but also provide other promising facilities [17]. Factors that often influence consumers to come to cafes include the comfort factor often offered by cafes, menu variations and also affordable prices among teenagers [13][8]. The facilities and distance of cafes with teenagers' daily activities, make cafes as a part of their daily lives [15]. Millennials are cafes' target markets because they have become a daily lifestyle [8]

On the other hand, competition in the cafe business is certainly not easy and is getting tighter. Each cafe is competing to offer its products and services to increase customer satisfaction so that it will cause customer loyalty [18]. The uniqueness offered by each cafe will lead to a judgement on each customer [21]. The higher their judgement, the greater the likelihood of customer loyalty. Loyal customers will give good reviews and tell others or will even intend to revisit the cafe. But not infrequently, customers also make bad judgements if they have a bad experience when visiting the café [21][19].

This study aimed to discover the description of student loyalty as a cafe customer from 4 aspects: the intention to revisit, the intention to invite others to come to the cafe, the intention

to recommend the cafe, and the intention to buy food and drinks at the cafe.

2 Literature Review And Hypothesis Development

Customer loyalty is one of the aspects that support the progress of a business. Customer loyalty is defined as a commitment from customers to repurchase products or services that they have received [18]. Customer loyalty is considered as important aspect in a business and marketing of products and services. When there is high customer loyalty, it can be said that the product or service that offered has a place in the hearts of customers.

Factors that influence customer loyalty are customer satisfaction, product, service and price. Most studies mention that product and service as well as price are aspects that affect customer satisfaction. Thus, when customer satisfaction is not achieved, loyalty will also not appear [11][4].

The culinary business is a business that have specific characteristics. Tight competition requires business owners to continue in innovation, improving their quality, both from the quality of their products and services. Product quality includes the menu displayed, various flavours, product cleanliness, nutritional value of the food served, etc. [12][20]. The quality of this product certainly determines the satisfaction of visiting customers. The menu that is usually served in cafes is certainly innovative because cafes continue to compete.

On the other hand, customer satisfaction is also indicated by a sense of pleasure from visiting customers because they can enjoy the atmosphere of the cafe visited. The interior design of the cafe, which is designed according to the needs of customers, is a special attraction for customers [7][17][7]. People nowadays prefer a different atmosphere and "a return to nature" concepts. It is not deniable that owners designed their cafes to emphasise the outdoor atmosphere.

Service quality is also a top priority that businesses must do. This service quality will be one form of indicator generating the customer satisfaction because they get what they need. This service quality can be evaluated from several dimensions: reliability, responsiveness, assurance, empathy and tangible [2]. This aspect of service quality will be felt directly by customers when they buy a product or service. So that business owners must evaluate the quality of this service regularly.

3 Research Methods

Design of this study is survey research which the questioner filled out by google form. This study held in 2022 involved 124 students as subjects by voluntary sampling technic. Inclusion criteria of the subjects : as a university student, as a customer of coffee shop at least once visit, willing to join this study. Instrument of this study has validity and reliability testing. This study used likert scale : Totally disagree [9]; do not agree [3]; agree [17]; totally agree [13]. There are four aspect for measuring customer loyalty : intens to repeat order, intens to suggest others, intens to revisit, and intens to invite others.

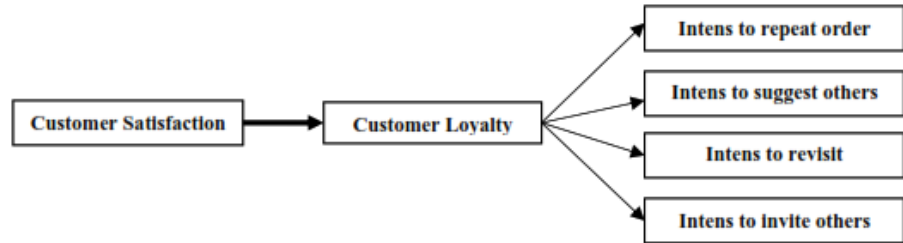


Figure 1. Customer Loyalty conceptual.

4 Results And Discussion

4.1 Characteristic of Subjects

The characteristics of the subjects showed that most of the subjects were female (n=94) compared to male. In addition, the age groups of most subjects who became cafe customers was between 19-21 years old (n=73), followed by age > 21 years old (n=39) and age <18 years old (n=12). Subjects got information about the café they visit mostly from their friends, followed by information from social media. The characteristics of the research subjects can be seen from table 1 below.

Table 1. Characteristic of subjects

Characteristic	Frequency	%
Gender		
Male	30	24,2
Female	94	75,8
Age		
<18 y.o	12	9,7
19-21 y.o	73	58,9
>21 y.o	39	31,4
Distance of the coffe		
< 1 km	15	12,1
1-3 km	54	43,5
>3 km	55	44,4
Information of coffee shop		
Social media	57	46
Friends	60	48,4
Family	2	1,6
Others	5	4

4.2 Customer Loyalty

Customer loyalty can be divided into four aspects of action, are the intention to repurchase food and drinks there, the intention to suggest others, the intention to visit the place again and the intention to invite others to come there. Of the four aspects, most subjects agreed with the

aspects asked (>50%). Even >20% of subjects chose the answer strongly agree. More detailed research results can be seen in table 2.

Table 2. Customer Loyalty

Aspect	Frequency	%
Intens to repeat order		
Do not agree	5	4
Agree	89	71,8
Totally agree	30	24,2
Intens to suggest others		
Do not agree	5	4
Agree	86	69,4
Totally agree	33	26,6
Intens to revisit		
Do not agree	2	1,6
Agree	84	67,6
Totally agree	38	30,6
Intens to invite others		
Do not agree	7	5,6
Agree	86	69,4
Totally agree	31	25

4.3 Discussion

Based on the data obtained, it is known that most of the research subjects are female. This could be due to the fact that more female students had an interest in cafes than male students. However, Setiati et al. revealed that between men and women there was no difference in interest. This was because each place may have different conditions, so they have their own interests [14]. Many people enjoyed the atmosphere of a café more than the taste of the coffee itself. This was what makes every cafe compete to attract customers by providing a comfortable and attractive atmosphere [7]. This comfortable atmosphere can be associated with customer satisfaction which will create loyal customers.

Besides gender, an interesting fact in this study was the largest number of café customers turned out to be in the age range of 19-21 years. Previous research suggested that teenagers become café customers because they want to show off photos on social media while they were at the café. This was one way to maintain their existence in social circles [22]. Another study also mentioned that teenagers want to get value from the products they buy, getting recognition from the environment for following the current trend [6]. In this study, it could be concluded that it was possible that this age also wanted to get recognition so that their behaviour become consumptive which was reflected in the form of being the biggest customer of the cafe.

Subjects from the study obtained information related to the café they visited, mostly from friends, followed by information from social media. This information deeply explore about one of the benefits of customer loyalty. Associated with the results of customer loyalty in this study, the subjects mostly agreed in informing and also inviting others to visit the cafe. This was a form of customer loyalty dimension, which was the high level of recommending to others to like the product or service [10].

This form of customer loyalty dimension also utilized Word of Mouth (WoM). WOM had a big impact on customer decisions to purchase and also recommend to others. The more people who talk about it, the higher the perceived benefits of this WoM [5].

The form of customer loyalty dimensions that were often carried out was the repurchase products or services that had been purchased and also recommend to others. In this study, the subjects mostly agreed, which meant that students as cafe customers were considered to be customers who had loyalty. This form of loyalty seem to be one of the impacts of customer satisfaction received from the products and services of the café visited.

Customer satisfaction is a critical point where it is the beginning of the emergence of customer loyalty. Interest in repurchasing was also a form of experience that customers receive. This also happened where Merdeka Kafe customers were satisfied and decided to buy again at the cafe [16]. Customer satisfaction could arise from the product side offered both from the menu, variety of tastes, etc. Apart from the product, there was also the service provided. Moreover, the atmosphere of the cafe contributed to customer satisfaction such as comfortable, full of music, interior design, etc. [1].

4.4 Acknowledgements

We so thank full to LPPM UAD as a sponsorship this study. We also say thank you for the subject that willing to join this study till the end.

5 Conclusion

The conclusion that can be drawn from this research was the students as cafe customers have loyalty. Forms of loyalty included repurchasing products at the cafe, recommending to others, inviting others to come there and visiting the cafe again. This customer loyalty was indicated by the results of the study >50% agree with this form of loyalty.

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