

THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER LOYALTY AT CAFE NGOPI SANTAI IN MAKASSAR CITY

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Abstract

The increasing lifestyle of society that is continuously evolving in this era, along with the advancement of increasingly sophisticated technology and the ever-developing lifestyle of the community, certainly impacts the business world. The current business development is so rapid that companies are required to be more focused and always innovate so that they can survive in the tight competition, especially in the café business. 1) To prove whether there is a significant influence of product quality on customer loyalty at the Ngopi Santai café. 2) To prove whether there is a significant influence of service quality on customer loyalty at the café ngopi santai. 3) To prove whether there is a significant influence of product quality and service quality on customer loyalty at the café ngopi santai. This research uses a quantitative method with multiple regression analysis techniques to analyze the collected data, and the instrument used is a questionnaire. The population in this study consists of all customers of Café Ngopi Santai who have visited and purchased products from Café Ngopi Santai. The sample for this research was determined using accidental sampling, which means respondents who were coincidentally encountered by the researcher during the research period and have the potential to be data sources and are willing to participate in this study, totaling 100 respondents. The results of this study indicate that: 1) There is a significant influence of product quality on customer loyalty at the Ngopi Santai café in Makassar. 2) There is a significant influence of service quality on customer loyalty at the Ngopi Santai café in Makassar. 3) There is a significant influence of product quality and service quality on customer loyalty at the Ngopi Santai café in Makassar city.

Keywords: Cafe Ngopi Santai, Product Quality, Service Quality, Customer Loyalty.

INTRODUCTION

The increasing lifestyle of society, which continues to evolve in this era, is accompanied by increasingly advanced technological advancements and the ever-developing lifestyle of the community, which certainly impacts the business world. The current business development is so rapid that companies are required to be more focused and always innovate in order to survive in the tight competition, especially in the cafe business. The development of the café business in Indonesia in 2024 shows a continuously increasing trend, driven by changes in lifestyle and consumer preferences that are increasingly leaning towards social experiences and comfort. Here are some important points related to the development of the cafe business in Indonesia, namely the trend The increase in the number of outlets in the last three years (2020-2023), the number of coffee outlets in Indonesia has nearly tripled, from 1,083 to 2,937 outlets. This reflects the growing interest in coffee culture in Indonesia (Beno et al., 2022).

Young consumers, especially Generation Z, are the main drivers of this growth. They seek unique experiences and a comfortable atmosphere in cafes, making these places locations for socializing and working (Mais et al., 2024). Cafe product variations now offer a wide range of interesting coffee and snack options, including innovations like instant cold brew coffee and new flavor variations, to meet diverse consumer demands (Mais et al., 2024). According to data from the Ministry of Tourism and Creative Economy, the food and beverage subsector, including cafes, significantly contributes to the GDP of Indonesia's creative economy sector.

Product quality is one of the main indicators of a business's success, including cafes. Kotler and Keller (2016) define product quality as the ability of a product to meet or exceed consumer expectations. High-quality products not only encompass the taste of food or beverages but also include visual aspects, cleanliness, and safety. In the context of a cafe, for example, the coffee served must have a distinctive and consistent taste, while its appearance should be appetizing.

Product quality alone is not enough. modern customers tend to evaluate their experiences holistically, including the service provided. Service quality is the company's ability to provide service that meets or even exceeds customer expectations (Parasuraman, Zeithaml, & Berry, 1988). In the café business, service includes employee friendliness, speed of service, and a comfortable atmosphere. Poor service can ruin the customer experience, even if the products served are of high quality.

Various studies show that the combination of product quality and service quality has a significant impact on customer loyalty. Customer loyalty refers to the commitment of customers to continue using the products or services of a particular company, even though there are many other options available in the market. Loyal customers tend to make repeat purchases, recommend the company to others, and be more tolerant of any temporary shortcomings that may occur.

Cafe Ngopi Santai, located on Jl. Pendidikan in Makassar City, is one of the businesses operating in the culinary field with a focus on local coffee offerings. In recent years, Cafe Ngopi Santai has attracted the attention of many customers, especially the younger crowd, thanks to its innovative coffee product variations and comfortable cafe atmosphere.

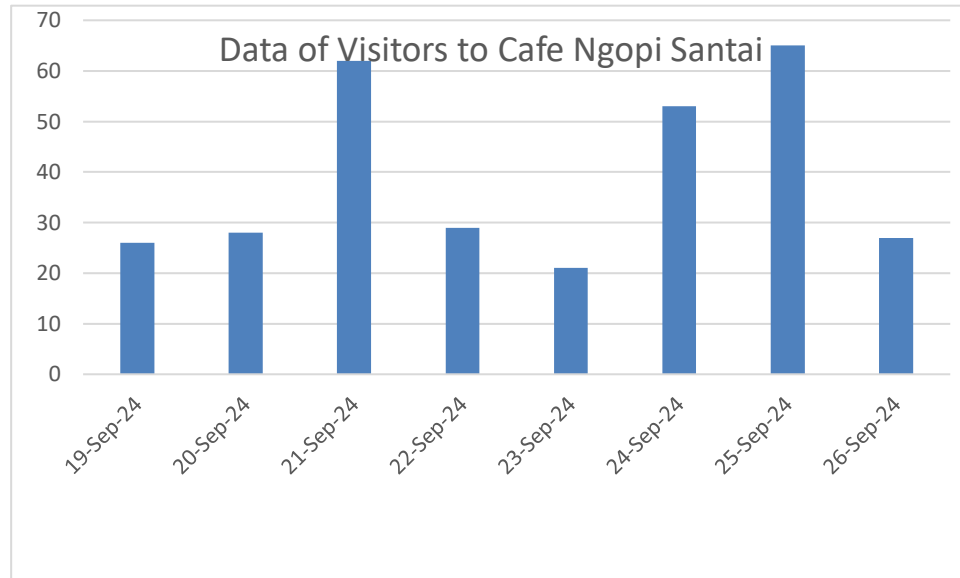


Figure 1.1 Data of Visitors to Cafe Ngopi Santai
Source: (Cafe Ngopi Santai 2024)

The diagram shows the daily visitor data for Cafe Kopi Santai during the period of September 19-26, 2024. In the context of the influence of product quality and service quality on customer loyalty, it can be seen that the number of visitors varies each day, with significant spikes on September 21 and 25. This indicates that on certain days, there may be factors attracting customer attention, such as promotions, special events, or improvements in product and service quality.

The lower number of visitors on certain days, such as September 23 and 26, could indicate a decline in customer enthusiasm, which may be related to unsatisfactory service experiences or product mismatches with expectations. Overall, this data shows a relationship between the cafe's efforts in maintaining product and service quality and the level of customer visits, which ultimately affects their loyalty to the cafe.

Based on initial observations, it shows that some customers have given positive reviews regarding the quality of the product, especially the consistent taste of the coffee. However, there are complaints regarding the quality of service, such as the long wait time for serving and the employees' response to customers whose messages about lost items during their visit to the cafe were not answered on social media. This issue indicates that although product quality can be the main strength of Santai Coffee Cafe, the aspect of service quality still needs to be improved to create a better customer experience. This can also be proven by the reviews found on the Google Maps application.

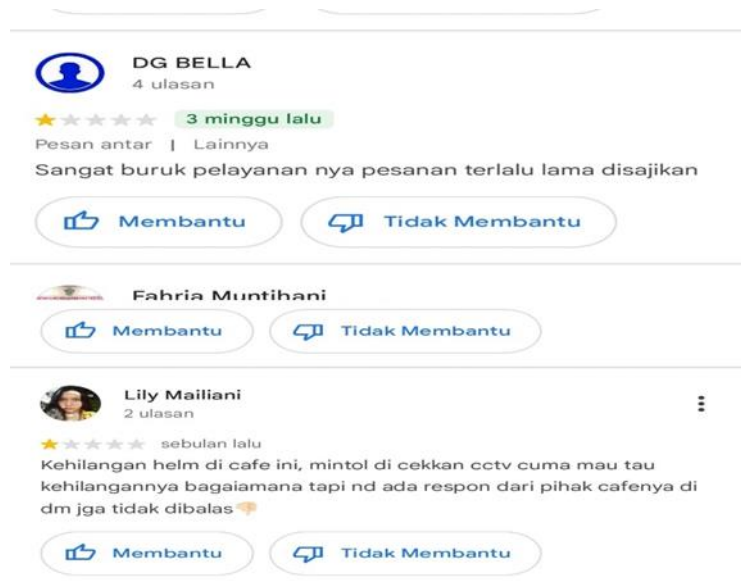


Figure 1.2 Review and Rating of Cafe Ngopi Santai
Source: (Google maps 2024)

This research is also based on studies that have stated that service quality and product quality influence customer loyalty. Like the research conducted by Safinah, Erni Rismawati, and Wahyudin, which states that based on the research results, it can be concluded that the Ayam Bakar Wong Solo restaurant in Makassar City has good product quality, service quality, and customer loyalty. The quality of the product and the quality of the service have a positive and significant impact both partially and simultaneously on the customer loyalty of the Ayam Bakar Wong Solo restaurant. This means that the better the quality of the products and services provided, the more satisfied the customers will be, and ultimately, the higher the customer loyalty. (Sapinah et al., 2023), in the research by Ahmad Faisal Adi Putra, Agus Hermani, Widayanto The research results show that service quality has a positive and significant impact on the loyalty of Indihome PT Telkom Jepara consumers. Therefore, to increase consumer loyalty, Indihome needs to improve its services by enhancing the timeliness of installations according to schedule, improving staff skills through training, enhancing employees' soft skills to treat consumers well, creating a variety of internet network capacity packages, increasing training for employees to respond well to consumers, providing warranty guarantees and compensation for service discrepancies, so that consumers feel safe, comfortable, and continue to subscribe to Indihome. (Putra et al., 2022).

Based on the research description above from several previous studies whose results were significantly influential, this also underlies the researcher's decision to raise the topic to understand how the quality of products and services affects customer loyalty at the "Ngopi Santai" cafe in Makassar city.

RESEARCH METHOD

The type of quantitative research with the term "descriptive data analysis" refers to the process of describing the data that has been collected. Hypothesis testing is conducted by comparing the variables of Product Quality and Service Quality with the variable of Consumer Loyalty.

Research data is the final result of the management process that occurs during the investigation, serving as the foundation for analysis and drawing conclusions. This data is obtained from raw materials, also known as raw materials, which are then processed into useful information for research. The data sources in this research can be classified into two main categories, namely primary data and secondary data. Primary data is obtained directly from the first source, such as surveys, interviews, or observations, while secondary data is information that has been previously collected by others, such as previous research reports, databases, or scientific publications. The combination of primary and secondary data allows researchers to gain a more comprehensive understanding of the topic being studied and to evaluate information from various perspectives to support the research objectives.

Research Variables, which are everything that the researcher decides to investigate, collect data on, and draw conclusions from. In this study, two independent variables and one dependent variable are used. The independent variable is the factor that causes the outcome of the dependent variable. The dependent variable is the variable that is influenced or affected by the independent variable.

The population of this study consists of all customers of the Ngopi Santai cafe that the researcher encountered during the research period and who meet the criteria sought by the researcher as suitable data sources.

The sample size in this study was determined using incidental sampling because the exact population size in this research is not known. According to Sugiyono in (Iii, 2019), incidental sampling is "a technique for finding samples based on coincidence, meaning that any visitors to the 'Ngopi Santai' cafe who happen to meet the researcher can be used as samples, provided that the people coincidentally encountered are suitable as data sources."

In this study, the author uses a quantitative methodology to explain the subsequent researchers' findings. Data analysis activities include grouping data based on variables from all respondents, presenting data on the variables being studied, performing calculations to answer the problem formulation, and conducting calculations to test the proposed hypothesis.

RESULT AND DISCUSSION

1. The influence of product quality on customer loyalty at the Ngopi Santai café in Makassar.

The quality of the product has a significant impact on customer loyalty at the Ngopi Santai cafe in Makassar city. The calculated t-value = 4.762, with $p=0.001$ indicates that $p<0.05$, thus H_0 is rejected and H_1 is accepted. Product quality has a significant impact on customer loyalty at the Ngopi Santi cafe in Makassar city. (Accepted)

This result shows that product quality is one of the main indicators of the success of a business, including cafes. Kotler and Keller (2016) define product quality as the ability of a product to meet or exceed consumer expectations. A quality product not only encompasses the taste of food or beverages but also includes visual aspects, cleanliness, and safety. In the context of a cafe, for example, the coffee served must have a distinctive and consistent taste, while its appearance should be appetizing.

Based on the research conducted and the observations made by the researcher in the field, the indicators of product quality such as Performance, Features, Specification conformity, Reliability, Durability, Aesthetics, Perceived quality, and Ease of repairs play a very positive role in creating customer loyalty. This can be proven by the validity of all the statements presented.

One of the distinguishing factors is that Cafe Ngopi Santai conducts product checks before serving them to customers. So that consumers can get the quality of the products at Cafe Ngopi Santai when they visit. Consumers feel that the quality of the products is very important, so that the image of Cafe Ngopi Santai remains good in the community by consistently providing high-quality products to customers who come to Cafe Ngopi Santai.

Although we have provided good product quality, Café Ngopi Santai will always welcome criticism and input from consumers regarding product quality, which may sometimes occur when the product reaches the hands of consumers, so it can serve as material for evaluating future high-quality products.

This research aligns with the study by Chasanah (2019) that product quality significantly affects customer loyalty, using a quantitative research method with a population of Waroeng Pisa Purwokerto consumers totaling 100 respondents, employing a non-probability sampling method with data collection techniques using a questionnaire.

2. The influence of service quality on customer loyalty at the Ngopi Santai café in Makassar city

The quality of service significantly affects customer loyalty at the Ngopi Santai cafe in Makassar city. The calculated t value = 3.107, with $p=0.002$ indicating that $p<0.05$, thus H_0 is rejected and H_2 is accepted. Service quality significantly affects customer loyalty at the Ngopi Santi cafe in Makassar city. (Accepted)

Modern customers tend to evaluate their experiences holistically, including the service provided. Service quality is the company's ability to provide service that meets or even exceeds customer expectations (Parasuraman, Zeithaml, & Berry, 1988). In the cafe business, service includes employee friendliness, speed of service, and a comfortable atmosphere. Poor service can ruin the customer experience, even if the products served are of high quality.

Based on the research conducted and the researchers' observations in the field, the indicators of service quality—tangible evidence, reliability, responsiveness, assurance, and empathy—play a very positive role in creating customer loyalty. This can be proven by the validity of all the statements presented.

Without hesitation, the staff will immediately assist every customer who experiences difficulties while visiting the Ngopi Santai cafe, whether it is a misunderstanding by first-time customers regarding the provided product features. The staff is ready to handle customer complaints and all services that have been established in the Ngopi Santai cafe's standard operating procedures. Although they have provided an excellent impression of service, they still need feedback and criticism to serve as evaluation material to become even better.

This research is in line with (Chasanah, 2019) that based on the results of validity tests, reliability tests, and classical assumption tests, the data used in this research are valid and normal, showing that product quality affects customer loyalty. This research uses a quantitative method with a questionnaire as a tool to collect data.

3. The influence of product quality and service quality on customer loyalty at the Ngopi Santai cafe in Makassar city

Based on the table above, it shows that $96.170 > F_{3.09}$ with a significance value of $0.001 < 0.05$. Thus, it can be concluded that the variables of product quality and service quality simultaneously influence customer loyalty at the Ngopi Santai café in Makassar city. (Accepted)

Various studies show that the combination of product quality and service quality has a significant impact on customer loyalty. Customer loyalty refers to the commitment of customers to continue using the products or services of a particular company, even though there are many other options available in the market. Loyal customers tend to make repeat purchases, provide recommendations to others, and be more tolerant of temporary shortcomings that may occur. In the long term, customer loyalty can become an important asset for the company, helping to create revenue stability and competitiveness. (Said, 2023)

The quality of products and the quality of services are a very good combination when applied correctly in a business. Product quality and service quality When they run side by side, they can have a significant impact because the combination of product quality and service quality can add value and even become an attraction for customers to remain loyal and not switch to other products, even when offered attractive deals.

This research is in line with (Karjuni & Susliawati, 2021) based on the output, the coefficient of determination or r square value is known to be 0.64, which is equal to 64.6%. That figure means that product quality and service quality have an impact on customer loyalty by 64.2%.

CONCLUSION

Conclusion based on the research obtained is as follows:

1. The results of this study indicate that there is a significant partial effect of product quality on customer loyalty at the Ngopi Santai café with eight influencing indicators.
2. The result of this study is that there is a partial influence of service quality on customer loyalty at Café Ngopi Santi with five significant indicators.
3. The result of this study is that there is a simultaneous influence of product quality and service quality on customer loyalty with significant indicators.

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