ANALYSIS OF FACTORS DETERMINING CUSTOMER LOYALTY IN BUILDING SHOPPING SATISFACTION AT A COFFEE SHOP

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ABSTRACT

This research is motivated by the challenges in building loyalty coffee shop customers in the middle increasing competition tight and changing behavior consumers. The aim of the research is to understand factors that influence loyalty customer through experience holistic shopping, including quality products, services, atmosphere, social interactions, and the use of digital technology. The method used is a qualitative approach with a case study design, involving interview in-depth and observation participatory approach at several coffee shops in Kendari City. Data analysis was conducted using the Miles and Huberman model to identify themes and patterns the main results of the study showed that the consistency of coffee taste and menu variety, friendliness staff, atmosphere comfortable, meaningful social interactions, and convenience access to digital technology together to form satisfaction and loyalty customers. The implications of this research emphasize importance integration aspect products, services, environment, and technology with a personal approach to create experience sustainable and competitive customer service. Recommendations given for coffee shop managers to optimize training staff, interior design, and utilization of technology without ignore human interaction.

Keywords: loyalty customer experience shopping, coffee shop, quality product

INTRODUCTION

The coffee shop industry in Indonesia is experiencing significant growth along with the changes style life an increasingly diverse society put forward social experience and quality services in activities coffee consumption (Canta, Kristanti, and Yuliando 2024) . Coffee shops are no longer just a place to enjoy coffee. drink but also functions as space valuable social interaction and relaxation tall for customer (Aryani, Zanaria, and Kurniawan 2022) . In the context of increasingly fierce business competition tight , the success of a coffee shop depends heavily on the ability maintain customer through creation experience satisfying and constructive shopping loyalty customer (Dhisasmito and Kumar 2020a; Hermina and Fauziah

2021) . Loyalty customers become a factor the key to success sustainability and growth of coffee shop businesses amidst competitive market dynamics (Dhisasmito and Kumar 2020b; Lastri et al. 2024) . However, in practice, many coffee shops face challenges in maintaining level loyalty consistent customers among them height level change customer so that impact on weakness attachment consumers towards brands certain (Ko and Jeon 2024; Lastri et al. 2024; S.-TE Wang, Lin, and Lee 2024) . Although satisfaction customers are an important factor, this is not always the case compared straight with strong loyalty (Rusti, Irham, and Suryantini 2021; Taufik et al. 2022) . Quality Inconsistent products and services are often obstacles that hinder formation loyalty customer (Hoe and Mansori 2018; Isniati et al. 2024) . Apart from that, competition is increasing tightness in this sector also raises pressure for business actors to continue innovate and improve quality services in order to maintain customer (Gunawan, Muhaimin, and Sitawati 2024; Rahmat Dinul Paqi, Farah Fitria Ramadhani, and Muh. Rafli Ramadhan 2024; Syaefulloh 2025) .

In addition , changes preference fast and trending consumers digitalization demands coffee shops to be adaptive and responsive to dynamic market needs (Muflikh, Zamborita, and Burhani 2024; Münster 2024; W. Wang and Lin 2022) . Several studies describe this matter. For example, research conducted (Lastri et al. 2024; Palma, Iriani, and Harti 2021) revealed that although satisfaction Customer loyalty , switching costs, and trust play an important role in building a loyalty customers at local coffee shops in Indonesia but there is high level of brand-switching, namely around 78.8% of respondents feel less loyal to the coffee shops they visit. Research (Singh and Nanda 2022) found that store atmosphere has an impact on loyalty customers, with contributions by 38.8%. However, it is still there were 61.2% other factors that were not studied participate influence loyalty Customers. Likewise, research (Alfiansyah, Pamungkas, and Bakhri 2024; Dhisasmito and Kumar 2020b; Setiawan and Lestari 2025) that quality service and fairness price influential positive and significant impact on satisfaction customers who then mediate loyalty customers. However, the results of this study have not integrated the variables experience shop in a way comprehensive and social factor such as interaction customers and baristas.

In addition, the literature that integrates satisfaction shopping as a mediator in building loyalty customers at the coffee shop are still limited. This shows there is a research gap, namely lack of a holistic approach that combines factors emotional, functional, and social in forming loyalty customers in the coffee shop industry. Therefore, this study attempts to fill in the gap with a more comprehensive and contextual approach. Aspects The novelty of this research lies in the integration variables satisfaction shopping, experience customers and social interactions as determinants loyalty customers in one complete analysis model. Therefore, this study focuses on the identification and analysis of customer satisfaction factors. determinant loyalty customers by emphasizing the role of satisfaction shopping as a variable the key that must be understood more comprehensively. In addition, the focus on

the dimensions experience shopping and social interactions that occur in coffee shops. The purpose main the aim of this research is to reveal factors main influencing factors loyalty customers at the coffee shop and explain connection between satisfaction shop with loyalty customers. This research also aims to provide recommendations strategies that can be implemented by coffee shop business actors to increase loyalty customer through improvement quality experience shopping. Thus, this research not only contributes to the development of theory marketing services, but also provides implications relevant practice for coffee shop managers in designing effective and sustainable marketing strategies. In addition, this study provides important justification because the results can be used as a reference practical for coffee shop business actors in increasing loyalty customer continuously at the same time strengthen their position in market competition.

RESEARCH METHODS

This research uses a qualitative approach Because aims to understand in a way in-depth loyalty phenomenon customers and satisfaction shopping in the context of a coffee shop naturalistic and contextual. The research design used is a case study so that it can explore intensive on experience customers and factors determinant loyalty in selected coffee shops so that produce comprehensive and detailed understanding. The research population consists of from coffee shop business actors who have been operating in Kendari City using purposive sampling technique to select relevant informants who are able to provide information in-depth research focus. Procedure data collection was carried out through semi- structured interviews and observations participatory so you can find flexibility in digging information as well as capturing social context and experience subjective informant optimally. Data analysis using the Miles and Huberman model which includes data reduction, data presentation, and verification conclusion in a way systematic. This model was chosen Because capable organizing qualitative data in a way structured so that makes it easier for researchers to find patterns and themes relevant to the research objectives.

DISCUSSION
Quality product

Quality products, especially consistency of coffee taste and interesting menu variations are factors main fall increase satisfaction and loyalty customers at the coffee shop. Based on the results of this study found that customers really appreciate stability the taste of the coffee served creates experience reliable and satisfying shopping experience. As expressed by one of respondent, *"The taste of coffee here always the same delicious, never changes, so I feel comfortable and confident to return."* This consistency is the foundation trust customers on coffee shop products and brands. In addition, the menu is varied, including a choice of coffee and non-coffee drinks can provide flexibility for customers to suit their tastes and needs so that increase level satisfaction in a way overall. This finding is supported by research

(Abdurrahman, Daryanto, and Nuraisyah 2021) that the quality of influential coffee products significant to satisfaction customers with coefficients regression of 0.579 and the influence by 62.3% on satisfaction. In addition, research (Teran 2024) states that the strong coffee taste, balance of taste, and the presence of sweetness are aspects attributes that need attention to increase quality products and satisfaction customer. Thus, keeping consistency of coffee taste and provides appropriate menu variations appetite customer is an essential strategy for coffee shops to build continuous satisfaction and encouragement loyalty customer.

Quality service

Quality services, especially friendliness and warmth barista or staff interaction as well as speed and accuracy presentation, has proven to be an important factor in shaping satisfaction and loyalty coffee shop customers. Based on the results of this study found that customers really appreciate attitude the friendliness and attention shown by the waiter who created it atmosphere warm and comfortable during visiting. A respondent stated, "The *barista here always welcome with a smile and friendly, make I feel appreciated and want to come back.*" In addition, speed and accuracy presentation is also an aspect that is very important to pay attention to customer because they want experience efficient shopping without sacrifice quality. This finding is supported by research (man, Eka J, and harto 2019) revealed that the quality service in a way overall still needs to be improved especially in the tangible and responsive aspects which have an impact straight to satisfaction customers. Findings similar results were also obtained from (Mohd Shukri and Shukri Ab Yajid 2020) shows that the quality service influential significant to satisfaction consumers, with friendliness staff and speed service as a variable key. Therefore, coffee shops need to continue focusing on training and developing human resources to be able to provide warm, responsive and efficient service as the main strategy face increasing market competition strict.

Atmosphere and environment

The atmosphere and environment of the coffee shop holds important role in creating comfort and satisfaction customers, ultimately contribute to loyalty. Based on the results of this study found that attractive and functional interior design is a factor main influencing factors perception customer satisfaction. This finding is supported by research (Rui and Firzan 2025) that female Gen Z visitors pay close attention to aspect aesthetics and function space , including layouts that support social interaction as well as quality facility Supporting facilities such as Wi-Fi and comfortable seating areas . support such as a stable internet connection and adequate seating area allows customers to be active for longer, both for work and socialize, so that create experience more comprehensive shopping. Arrangement a space that combines element aesthetics and comfort also facilitate positive social interactions between customers and waiters so that strengthen bond emotional customers with coffee shops. Therefore, coffee shops that are able to integrate attractive interior design and facilities

adequate support will be more successful in creating atmosphere comfort that supports loyalty customer in a sustainable manner.

Experience shop

Experience shopping at coffee shops is increasingly enriched by social interactions between customers and value added to what is felt through presence communities, events, and promotional programs. Based on the results of this study found that coffee shops do not only function as a place coffee consumption, but also as a space public that facilitates cross-cultural social interactions background behind. Customer use the coffee shop as a place meet, discuss, until build new social network that eventually strengthens the sense of attachment and loyalty to the coffee shop. This finding is supported by research (Mixologist 2024) that the transformation the function of the coffee shop becomes a space social interaction is supported by the provision of facilities such as communal seating areas, internet access, and information media that encourage occurrence conversation and collaboration between visitors. In addition, the value added to what is felt customer the more increase through organizing community events, workshops, or promotions special that provides experience unique and different. Likewise, research (Widyaningsih, Kusumawardhani, and Zerlina 2022) shows that community events, such as live music, exhibitions, and art, or coffee class , capable increase involvement customers, expanding social networks, and create experience impressive that distinguishes coffee shops from competitors. This strategy not only strengthens loyalty but also improve repeat visits and positive word-of-mouth.

Technology and Digital

Based on the results of this study found that the ease access through application digital ordering contributes significant impact on the increase efficiency and satisfaction Customers in coffee shops. Digitalization of the ordering and payment process allows customer do transaction quickly and practically without must waited a long time at the location, so experience shopping becomes more enjoyable and efficient. In addition, the presence of digital platforms also expands coffee shop market reach by reaching wider consumer base through social media and applications online ordering, which indirectly increase loyalty customer through convenience digital access and interaction. However, the results of this study also found that the importance of balance between technology use and personal interaction. This finding is supported by research (Manzo 1993) that although digital marketing and applications booking provides convenience, interaction warm and personal connection between barista and customer remains a factor key in creating experience meaningful and constructive customers loyalty Long term. This personal interaction provides a lasting touch emotional that cannot be replaced by technology, so coffee shops need to integrate technology effectively. wise without sacrifice quality interpersonal relationships. Therefore, the adoption of digital technology in coffee shops increases efficiency services and

expand access customers, but success term length is very dependent on ability harmonize digital convenience with warmth personal interaction for create experience Comprehensive and satisfying shopping.

CONCLUSION

The conclusion of this study confirms that loyalty customers at the coffee shop are formed through combination factor quality product, quality service, atmosphere and environment, experience shopping, and Utilization of digital technology. Consistent coffee flavor and appropriate menu variations taste is the foundation main satisfaction customer service while friendliness and speed service strengthen bond emotional customers with coffee shops. Comfortable atmosphere and facilities Supporters such as Wi-Fi also play a role significant in creating experience enjoyable shopping and support loyalty. In addition, social interaction between customers and value plus from community and enriching events experience shopping. While digital technology provides convenience access without reducing the importance personal interaction. In overall, integration these aspects form experience holistic and sustainable customer experience in the context of the competitive coffee shop industry. Based on Based on these findings, researchers suggest that coffee shop managers focus more on developing quality. product in a way consistent and innovative as well as increase quality service through training the servant who emphasizes friendliness and speed service. Attention Special attention also needs to be given to interior design and facilities. supporters to create comfortable and attractive atmosphere. The use of digital technology must be optimized for ease customer However still guard warmth personal interactions. In addition, managers can develop community programs and events that can strengthen social ties and loyalty customers. Further research It is recommended to test this integrative model in detail. quantitative with a wider and more diverse sample use strengthen generalization findings as well as exploring the role of other variables such as organizational culture and the latest digital trends.

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