

## The Influence of Service Quality and Customer Satisfaction on Customer Loyalty Pos Kupa Langsa

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### ABSTRACT

**Background.** The current era of globalisation has led to the growth of various new industries, including business industries that arise from the creativity and innovation of their owners. Starting from the need for food, drinks, clothing, stationery, transportation, to the need for the fulfilment of selfish desires. This opportunity then creates humans who are more creative in thinking and working. This creativity is then applied by some people in doing business.

**Purpose.** This study aims to determine and analyze the effect of Responsiveness, Assurance, Physical Evidence, Empathy, Reliability, and Customer Satisfaction on Omeycak Coffee's Customer Loyalty.

**Method.** This research is a combination of quantitative and qualitative research, which is a social research that fundamentally relies on observing humans in their own area and dealing with these people who seek to reveal the actual facts / phenomena that occur in the field and then collaborate with data to support the success of the research..

**Results.** The results showed that simultaneously, Responsiveness, Assurance, Physical Evidence, Empathy, Reliability, and Customer Satisfaction had a significant effect on Customer Loyalty at Pos Kupa Langsa. Partially Responsiveness, Assurance, Physical Evidence, Empathy, Reliability, and Customer Satisfaction each have a positive and significant effect on Customer Loyalty.

**Conclusion.** The conclusion of this study is that Responsiveness, Assurance, Physical Evidence, Empathy and Reliability simultaneously have a significant effect on Customer Loyalty. Responsiveness has a positive and significant effect on Pos Kupa Customer Loyalty. Guarantee has a positive and significant effect on Pos Kupa Customer Loyalty. Physical Evidence has a positive and significant effect on Pos Kupa Customer Loyalty. Empathy has a positive and significant effect on Pos Kupa Customer Loyalty. Reliability has a positive and significant effect on Pos Kupa Customer Loyalty. Customer Satisfaction has a positive and significant effect on Pos Kupa Customer Loyalty.

### KEYWORDS

Influence, Langsa Kupa Post, Service

### INTRODUCTION

The current era of globalisation has led to the growth of various new industries, including business industries that arise from the creativity and innovation of their owners (Khramtsov, 2019). Starting from the need for food, drinks, clothing, stationery, transportation, to the need for the fulfilment of selfish desires. This opportunity then creates humans who are more creative in thinking and working.

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This creativity is then applied by some people in doing business. Many businesses emerge as a result of creative ideas that then succeed in creating their own market, or creative business ideas that are inspired by observing the behaviour of others. This is characterised by the proliferation of cafes and coffee shops (Song dkk., 2019).

Coffee shops have become a very popular destination, especially for young people to just relax or hang out with friends. Not only young people, business people also often spend time in coffee shops to discuss their business plans or to meet (Jang & Lee, 2019). Nowadays, the proliferation of coffee shops has become an everyday sight. Through various mentions, such as coffee shops, coffee shops, even cafes are increasingly mushrooming in various circles. The rise of cafes is also accompanied by certain themes and purposes (Ferreira dkk., 2021). For example, various concepts with musical accompaniment, affordable prices, and menus with traditional to modern nuances seem to be the main attraction, especially for young people (Son dkk., 2021). Coffee Shop is still a mainstay for young people, especially in Langsa City. This can be seen from the phenomenon of coffee shops mushrooming in Langsa City.

However, in order to compete in this very competitive culinary business, companies, especially coffee shops, must be able to provide satisfaction to every customer who comes, both in terms of facilities, products offered, and the quality of service provided (Kurniawan dkk., 2021). Because if customers are satisfied with what the cafe has provided, customers will be loyal and will talk about positive things to their friends about the cafe. Customer loyalty is a deep-seated customer commitment to re-subscribe or consistently repurchase selected products or services in the future, even though the influence of the situation and marketing efforts have the potential to cause behavioural changes (Islam dkk., 2021). Customer loyalty is very important, especially for companies engaged in the culinary field in conditions of increasingly fierce business competition like today (Woo dkk., 2021). One of the strategic advantages for companies of the importance of maintaining customer loyalty is the reward of long-term and cumulative loyalty.

Customer loyalty is determined by the quality of service that customers want, so quality assurance is a top priority as a measure of the company's competitive advantage (Shankar & Jebarajakirthy, 2019). Loyal customers mean a lot to every entrepreneur and as much as possible they pay attention to loyal customers by improving the quality of services and facilities, but that does not mean new consumers are not considered. New customers are still considered only priority after loyal customers because of the consideration of losing one loyal customer, the company will experience many losses (Shoukat & Ramkissoon, 2022). If the company loses a new customer they will only lose a little. These considerations are considered by the company in order to get maximum profit. Service quality is a measure of how good the level of service provided is able to match customer expectations. Service quality has a close relationship with customer satisfaction as well as customer loyalty (Bonfanti dkk., 2023).

Service quality provides an impetus for customers to establish a strong relationship with the company (Capó-Bauçà dkk., 2019). In the long run, such a bond allows the company to thoroughly understand customer expectations and their needs Satisfaction (satisfaction) is a judgment that follows a series of consumer product interactions And satisfaction is also a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought to the expected performance (results) (Y. Li dkk., 2021). If the product performance does not meet expectations, the customer will be dissatisfied and disappointed. If the product performance matches expectations, the customer is satisfied. If the product exceeds expectations, the customer will be very satisfied or happy. Pos kupa located on Jl. A. yani Langsa city, is one of

the business ventures in the culinary field with a modern style that serves a variety of foods and drinks making Pos kupa a very popular relaxing place for residents around Langsa City.

## RESEARCH METHODOLOGY

This research is a combination of quantitative and qualitative research, which is a social research that fundamentally relies on observing humans in their own area and dealing with these people who try to reveal the actual facts / phenomena that occur in the field and then collaborate with data to support the success of the research. It is said so because this type of research has characteristics including actual settings, researchers are key instruments, data is descriptive, emphasises the process, data analysis is inductive, and the meaning of each event is an essential concern in quantitative and qualitative research. It is said that the facts are in accordance with what happened in the field.

The purpose of the research is to describe social events, by revealing factual events in the field and revealing hidden values, being more sensitive to descriptive information and trying to maintain the integrity of the object under study. This research is located at the Langsa kupa post. Data collection techniques are observation and unstructured interviews and then supported by distributing a number of questionnaires to respondents. the sources in this study are the head of the langsa coffee post and people who have the competence to answer the problem and the respondents are loyal visitors to the Langsa kupa post. this research approach is an analytical descriptive approach. analytical descriptive approach aims to describe, describe, describe systematically the facts or characteristics of certain populations or certain fields factually and carefully. This approach also aims to get an in-depth description of the speech, writing and observable behaviour of an individual or group of people or organisations in a particular setting that is studied from a comprehensive point of view (Farahbakhsh dkk., 2020).

## RESULT AND DISCUSSION

### *Service Quality and Effect on Customer Loyalty*

The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity to requirements or guidance, suitability for use of continuous improvement, free from damage or defects, meeting customer needs, doing everything that makes you happy (Chang dkk., 2022). In the TQM (Total Quality Management) perspective, quality is viewed broadly, that is, not only the aspects that are emphasised, but also includes processes, the environment and people. This is clear in the definition, that quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. In contrast, definitions of quality vary from the controversial to the more strategic. There are five perspectives on quality, one of which is that quality is seen as dependent on the person assessing it, so that the product that best satisfies a person's preferences is the highest quality product (Lapid dkk., 2020).

Service quality in simple terms, namely a measure of how good the level of service provided is able to match customer expectations (Bezerra dkk., 2021). This means that service quality is determined by the ability of a particular company or institution to meet the needs that are in accordance with what is expected or desired based on the needs of customers / visitors. In other words, the main factors affecting service quality are the services expected by customers / visitors and people's perceptions of these services (Sharma dkk., 2020). The value of service quality depends on the ability of the company and its staff to consistently meet customer expectations. Service quality provides an encouragement to customers or in this case visitors to establish a strong

relationship with the service provider institution or agency. This good relationship bond will enable service agencies to thoroughly understand customer / visitor expectations and their needs. Thus the provision of services can increase visitor satisfaction by maximising unpleasant visitor experiences. If the service received or felt is in accordance with customer expectations, then the quality of service is perceived as ideal quality, but conversely if the service received or felt is lower than expected, the service quality is perceived as low. Dimensions of Service Quality by applying the "RATER" concept (Ahmad Farhani, 2023).

Responsiveness this requires a thoughtful, detailed explanation, fostering, directing and persuading to address all forms of procedures and work mechanisms that apply in an organisation, so that the form of service gets a positive response (Zhao dkk., 2020). Assurance the guarantee of the services provided by employees is determined by the performance or performance of the service, so that it is believed that these employees are able to provide reliable, independent and professional services which have an impact on the satisfaction of the services received. Apart from this performance, the guarantee of a service is also determined by a strong organisational commitment, which recommends that every employee provide services seriously and seriously to satisfy the person being served. Physical Evidence (tangible). The definition of physical evidence in service quality is a form of real actualisation that can be physically seen or used by employees in accordance with their use and utilisation which can be felt to help the service received by people who want service, so that they are satisfied with the service they feel, which also shows work performance for the provision of services provided (Tainio dkk., 2021).

Empathy the ability to master the technology shown physically and the form of appearance of the service provider in accordance with the behaviour shown. In many organisations, the quality of physical services is sometimes important and main, because people who get services can assess and feel the physical conditions seen directly from service providers both using, operating and addressing the physical conditions of a service (Marín-López dkk., 2020). Reliability Every service requires a reliable form of service, meaning that in providing services, each employee is expected to have the ability in knowledge, expertise, independence, mastery and high professionalism, so that the work activities carried out produce a satisfying form of service, without any complaints and excessive impressions of the services received by the community (O'Connor & Joffe, 2020).

In a company, a strategy called the marketing mix is needed (Wen dkk., 2022). The strategy consists of 4P elements for companies that produce goods, and is different from service companies that add and combine these elements into 7P including product, price, distribution, promotion, people, process and physical environment In the services provided by the company with the aim of achieving customer loyalty, there are five main dimensions in evaluating the quality of service provided to customers, including: Tangible (physical form), namely the ability of Pos kupa to show its existence to customers (Liu dkk., 2019). Reliability, namely the ability of Pos kupa to provide services as promised accurately and reliably; Responsiveness, namely the willingness of Pos kupa to provide timely service to customers; Assurance, namely the ability of Pos kupa employees to foster a sense of trust in customers so that consumers can feel their expectations are met because they feel guaranteed in using these services; and Emphaty, namely providing sincere and individual or personal attention given to Pos kupa customers by trying to understand consumer desires. The importance of the quality of service provided by a company will greatly help customers to create a good impression of the company, where the good impression received by customers will help create customer loyalty and make the company name good in the eyes of consumers and competitors (Park & Kim, 2022).

### ***Customer Satisfaction Influence on Customer Loyalty***

Customers are the main focus in the discussion of customer satisfaction and service quality. Therefore, in this case the customer plays an important role in measuring satisfaction with the products and services provided by the company (Chung dkk., 2020). A customer is also someone who buys a good or service. a customer is someone who comes to the same place several times to buy an item or someone who comes to the same place several times to fulfil what he wants. Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (results) of the product against the expected performance (results). Customer satisfaction is the initial factor that influences the intensity of customers in making repeat purchases to be higher. Consumer satisfaction is the level of a person's feelings after comparing the performance or results he perceives compared to his expectations. The company will act wisely by measuring customer satisfaction regularly, because one of the keys to retaining customers is customer satisfaction (Alalwan, 2020) . Highly satisfied customers usually remain loyal for a longer time, buy again when the company introduces new products and updates old products, talk good things about the company and its products to others, pay less attention to competing brands and are less price sensitive, offer product or service ideas to the company, and service costs are cheaper than new customers because transactions can become routine. Greater customer satisfaction is also associated with higher returns and lower risk (Hsu & Velazquez, 2020).

Loyalty is something that arises without coercion but arises by itself. Loyalty refers more to the form of behaviour of decision-making units to make continuous purchases of goods or services from a selected company. With purchases made by customers continuously, it can provide long-term benefits for the company (Tasci dkk., 2022). customer loyalty is “A deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior.” Customer loyalty is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and reflected in consistent repeat purchases. Customer loyalty in the context of service marketing as a response is closely related to a pledge or promise by upholding the commitment underlying the continuity of the relationship, and is usually reflected in the continued purchase of the same service provider on the basis of dedication and pragmatic constraints (M.-W. Li dkk., 2020). Customer loyalty is very important for companies that maintain their business continuity and continuity of business activities. Loyal customers are those who are very satisfied with certain service products, so they have the enthusiasm to introduce them to anyone they know. Furthermore, in the next stage, these loyal customers will expand their loyalty to the company's products. And in the end they are consumers who are loyal to certain producers or companies forever (Alsoufi dkk., 2020).

Customer satisfaction is the result of a comparison between the results (performance) received and the desired expectations of the goods or services, if the performance is in accordance with consumer expectations, they will be satisfied, on the other hand, if the performance fails to meet customer expectations, they will be dissatisfied. In turn, companies can increase customer satisfaction, where companies maximise pleasant customer experiences and minimise or eliminate unpleasant customer experiences so that further customer satisfaction has an impact on creating customer loyalty (Dash dkk., 2021). The type of measurement scale used in this study is a Likert scale. The likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. The population in this study were all customers of Pos Kupi Langsa who visited at least twice whose numbers were unknown (Sharma dkk., 2020). While the sampling technique used in this study is incidental sampling, this technique is a sampling technique by chance, namely anyone who happens to meet the researcher can be used as a sample if



it is deemed that the person who happened to be met is suitable as a data source (Gathercole dkk., 2021). Where the sample in this study were visitors to Pos Kupa who came more than twice. Because Pos Kupa visitors who have come at least twice are unknown in number. So the sample in this study were 85 people with the criteria, namely Pos Kupa customers who have come at least twice. A measurement instrument measurement is said to be valid if the instrument can measure the construct in accordance with the objectives and expectations of the researcher. The validity test is used to measure whether the data obtained after the research is valid data with the measuring instrument used (questionnaire). The validity test was carried out on Pos kupa Langsa customers by giving questionnaires to 30 respondents outside the sample. If the value of  $r_{count} \geq r_{table}$  and is positive then the statement is said to be valid. With  $n = 30$ ;  $df = n-2 = 30-2 = 28$ , then at  $\alpha = 0.05$  obtained  $r_{table} = 0.361$ .

**Table I.** Item-Total Statistics Validity Test Results

Question	r count	r table	Description
<b>Responsiveness (X1)</b>			
X1_1	0,972	0,361	R Count > R Table (Valid)
X1_2	0,809	0,361	R Count > R Table (Valid)
<b>Guarantee (X2)</b>			
X2_1	0,979	0,361	R Count > R Table (Valid)
X2_2	0,975	0,361	R Count > R Table (Valid)
<b>Physical Evidence (X3)</b>			
X3_1	0,916	0,361	R Count > R Table (Valid)
X3_2	0,951	0,361	R Count > R Table (Valid)
<b>Empathy (X4)</b>			
X4_1	0,968	0,361	R Count > R Table (Valid)
X4_2	0,953	0,361	R Count > R Table (Valid)
<b>Reliability (X5)</b>			
X5_1	0,983	0,361	R Count > R Table (Valid)
X5_2	0,984	0,361	R Count > R Table (Valid)
<b>Customer Satisfaction (X6)</b>			
X6_1	0,885	0,361	R Count > R Table (Valid)
X6_2	0,867	0,361	R Count > R Table (Valid)
<b>Customer Loyalty (Y)</b>			
Y_1	0,588	0,361	R Count > R Table (Valid)
Y_2	0,910	0,361	R Count > R Table (Valid)
Y_3	0,899	0,361	R Count > R Table (Valid)

Reliability testing is intended to test the extent to which the measurement results remain consistent when measuring the same symptoms several times using the same measuring instrument. A reliable instrument is an instrument that when used several times to measure the same object will produce the same data (Simpson dkk., 2020). The criteria for determining the reliability of a questionnaire by means of One Shot or measurement once using SPSS. One Shot or measurement only once: the measurement is only once and then the results are compared with other questions or measure the correlation between the answers to the questions.

**Table II.** Reliability Test

Variables	Cronbach's Alpha	Number of items (n)	Description
Responsiveness (X1)	0,620 > 0,7	2	Reliabel
Assurance (X2)	0,950 > 0,7	2	Reliabel
Physical Evidence (X3)	0,839 > 0,7	2	Reliabel
Empathy (X4)	0,909 > 0,7	2	Reliabel
Reliability (X5)	0,966 > 0,7	2	Reliabel
Customer Satisfaction (X6)	0,696 > 0,7	2	Reliabel
Customer Loyalty (Y)	0,728 > 0,7	3	Reliabel

It is known that the Cronbach's Alpha value on 15 items is greater than 0.7, so the entire questionnaire questionnaire is reliable, so it can be stated that the questionnaire is reliable and can be distributed to respondents to serve as a research instrument.

## CONCLUSION

Based on the results of the explanation above, it can be concluded that: Responsiveness, Assurance, Physical Evidence, Empathy and Reliability simultaneously have a significant effect on Customer Loyalty. Responsiveness has a positive and significant effect on Pos Kupi Customer Loyalty. Guarantee has a positive and significant effect on Pos Kupi Customer Loyalty. Physical Evidence has a positive and significant effect on Pos Kupi Customer Loyalty. Empathy has a positive and significant effect on Pos Kupi Customer Loyalty. Reliability has a positive and significant effect on Pos Kupi Customer Loyalty. Customer Satisfaction has a positive and significant effect on Pos Kupi Customer Loyalty.

## AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

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