

IS CONSUMER LOYALTY JUDGING FROM THE CAFE ATMOSPHERE AND THE CONFORMITY OF THE TASTE OF THE PRODUCT?

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ABSTRACT

Currently the development of the coffee shop industry is increasing. This phenomenon is also seen in Lumajang City. Cafes or coffee shops are in great demand by business people, so many cafes appear every year, one of which is GA Cafe Lumajang. The solution offered in this phenomenon is by develop appropriate marketing strategies such as atmosphere and product taste suitability to maintain customer loyalty. This study aims to determine the effect of cafe atmosphere and product taste suitability on consumer loyalty at GA Cafe Lumajang partially. The research method used is a quantitative research method with multiple linear regression analysis techniques. The number of samples in this study were 94 respondents. The research was carried out by spreading questionnaire to consumers GA Cafe Lumajang. The results of this study indicate that cafe atmosphere and product taste suitability have a significant effect on consumer loyalty with a coefficient of determination of 35.4%, the remaining 64.6% of consumer loyalty can be influenced by other variables such as location, service, promotion and product diversity.

Keywords: cafe atmosphere, product taste suitability, consumer loyalty



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INTRODUCTION

Currently, the development of the coffee shop industry in Indonesia has increased. The growth of the coffee shop or cafe business until the end of 2019 is predicted to reach 15% - 20%, an increase compared to 2018 which only reached 8% - 10%. There is no overall data for the number of coffee shops, because almost every city and village coffee shop is growing very rapidly. Thing This happens because business actors take the opportunity of many Indonesian people prefer to enjoy better coffee drinks at coffee shops while doing other activities(*economi.bisnis.com*). This phenomenon is also seen in Lumajang City. Cafes or coffee shops are in great demand by business people, so many cafes are popping up every year in Lumajang City. The solution offered in this phenomenon is by develop appropriate and clear marketing strategies. Atmosphere and product taste suitability are alternatives that can be applied to the current cafe business. One of the cafes in Lumajang City that has an atmosphere and taste is GA Cafe Lumajang. GA Cafe is a cafe located right next to Kali Asem, Jembatan Merah Lumajang, Jalan Imam Bonjol. GA Cafe provides a place to hang out and relax indoors and outdoors. The atmosphere is created with a modern minimalist concept and is very attractive. In addition, this cafe also

provides a small stage that can be used for music performances, poetry, theater or watching shows together. This GA Cafe also sells Guacialit original Robusta black coffee, where this coffee is a local Lumajang coffee which is famous for its delicious and distinctive taste. (*visitlumajang.com*).

Cafe atmosphere is an environment that is arranged attractively with the support of light, color, music, fragrance, and so on to cause a certain emotional response as an impetus to make a purchase. (Purnomo, 2017). The indicators of cafe atmosphere according to Banat and Wandebori (2012) in (Purnomo, 2017), namely cleanliness (cleanliness), music, temperature (room temperature), lightning (lighting), color (color), and layout (spatial layout).

The suitability of the taste of the product or taste is a way of selecting food that must be distinguished from the taste of the food. Taste is a food attribute which includes appearance, smell, taste, texture, and temperature (Drummond KE & Brefere LM in Imantoro, Suharyono, & Sunnarti, 2018). The indicators of taste are aroma, taste and texture (Njoto, 2016).

Consumer loyalty is a customer's commitment to persist deeply to re-subscribe or repurchase the selected product or service consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavioral changes. (Griffin in Listiono & Sugiarto, 2015). The indicators of strong loyalty according to Japariato (2007) in (Harianto & Subagio, 2015) namely, Say positive thing, recommend friends, and continue purchasing.

The results of previous research on the atmosphere and suitability of the taste of the product were carried out by (Emir, 2016; Listiono & Sugiarto, 2015; Oztas, Sevilmis, & Sirin, 2016; Purnamasari & Hidayat, 2016; Rorimpandey, Sepang, & Arie, 2017; Sari, 2019) whose result states *atmosphere* can affect consumer loyalty. Store atmosphere is one of the factors so that consumers are loyal to the products offered, because with a positive atmosphere, there will be consumer loyalty. While other research was conducted by (Kincaid & Baloglu, 2014; Maulana, Zuraida, & Muyassir, 2018) the results of which state that taste has a real positive relationship to consumer loyalty so that it can attract consumers to choose a product.

Based on the description above, the objectives of this study are (1) to test and analyze the significant effect of cafe atmosphere on consumer loyalty at GA Cafe Lumajang, and (2) to test and analyze the effect of product taste suitability significantly on consumer loyalty at GA Cafe Lumajang.

METHODS

The method used is a quantitative research method with multiple linear regression analysis techniques. The sampling technique uses non-probability sampling, namely purposive sampling with a total sample of 94 respondents. Obtaining data using a questionnaire with a Likert scale (Paramita & Rizal, 2018:60). Analysis of the data used in this study using multiple linear regression analysis techniques with several tests carried out, including the instrument test, namely the validity test with an r limit of 0.3 and a reliability test with a Cronbach Alpha limit of 0.60 (Nugroho, 2011:33). Then in the classical assumption test, namely the normality test using Kolmogorov Smirnov with an assumption limit value of 0.05 (Umar, 2011:181), multicollinearity test with VIF value limit <10 and tolerance value not less than 0.1 and heteroscedasticity test using scatter plot method. Furthermore, to test the hypothesis using the t test or partial test by calculating the coefficient of determination using R Square (Paramita & Rizal, 2018:82).

RESULTS AND DISCUSSION

Table 1. Description of Respondents

	Frequency	Percentage (%)
Age (years)		
17 – 25	71	75.53%
26 – 30	16	17.02%
31 – 35	4	4.26%
36 – 40	2	2.13%
41 – 45	1	1.06%
Gender		
Man	58	61.70%
Woman	36	38.30%
Status		
Marry	23	24.47%
Not married yet	71	75.53%
Income		
< 500,000	45	47.87%
500,000	13	13.83%
>1,000,000	36	38.30%
Last education		
SD	0	0%
junior high school	1	1.06%
senior High School	69	73.40%

Source: Data processing results 2020

Based on the respondent's data, it can be concluded that most of the consumers of GA Cafe Lumajang are young subjects with an age range of 17-25 years, male and unmarried status. Consumers also have an income of less than 500,000 and the last education is high school, this is because consumers are still relatively young and there are still many who have not worked.

Table 2. Validity and Reliability Test Results

Questionnaire	R count	Cronbach's Alpha
<i>Cafe Atmosphere (X1)</i>		
Statement 1	0.466	0.510
Statement 2	0.542	
Statement 3	0.535	
Statement 4	0.507	
Statement 5	0.572	
Statement 6	0.604	
Product Flavor Conformity (X2)		
Statement 1	0.726	0.599
Statement 2	0.774	

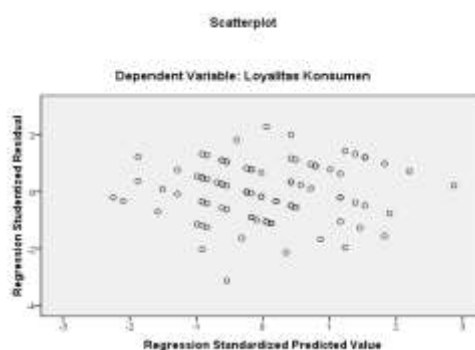
Statement 3	0.735	
Consumer Loyalty (Y)		0.664
Statement 1	0.748	
Statement 2	0.852	
Statement 3	0.734	

Source: Data processing results 2020

The results of testing the validity of all variable statement items ,it is known that all statement items have a calculated r value of more than 0.3, so it can be concluded that all statement items are valid and suitable to be used as measuring tools in research. 0.401-0.60, so that the two variables are quite reliable. While the consumer loyalty variable has a Cronbach's alpha of 0.601-0.80, so it is declared reliable. So it can be concluded that the questionnaire used to measure the cafe atmosphere variable, product taste suitability and consumer loyalty is quite reliable.

Table 3. Normality, Multicollinearity, and Heteroscedasticity Test Results

	Tolerance	VIF
Cafe Atmosphere	0.866	1,155
Product Flavor Conformity	0.866	1,155
<i>asympt. Sign</i>		0.871



Source: Data processing results 2020

Based on the results of the normality test using Kolmogorov Smirnov, the result is 0.871 where the result is greater than the normal test conditions, namely 0.05 which is assumed to be normally distributed. Multicollinearity test results show that all variables used as regression models show a VIF value not greater than 10 and a tolerance value not less than 0.1, which means that the cafe atmosphere and product taste suitability variables do not occur multicollinearity. The results of the heteroscedasticity test also show that there is no clear pattern from these points, such as gathering in the middle, narrowing then widening or conversely widening and then narrowing. This shows that the regression model does not have symptoms of heteroscedasticity.

Table 4. Hypothesis Testing

Hypothesis Submission	B	R	t	Significant
Constant	1,612			
Cafe Atmosphere Consumer Loyalty	0,327	0.354	5.039	0
Conformity of Product Taste Consumer Loyalty	0.262		2,765	0.007

Source: Data processing results 2020

Based on table 4. above, the values of the constants and regression coefficients are obtained so that a simple regression equation can be formed as follows: $LK = 1.612 + 0.327CA + 0.262KRP$

The results show that cafe atmosphere and product taste suitability have a positive relationship with consumer loyalty at GA Cafe Lumajang. The results of the t test on the effect of cafe atmosphere on consumer loyalty obtained a t value of 5.039 with a significant $0 < 0.05$, it can be concluded that cafe atmosphere has a significant effect on consumer loyalty.

The results of the t test on the effect of product taste suitability on consumer loyalty obtained a t value of 2.765 with a significant $0.007 < 0.05$, it can be concluded that the suitability of product taste also has a significant effect on consumer loyalty. Next the coefficient of determination (R Square) obtained is 0.354. This means that 35.4% of consumer loyalty is influenced by independent variables consisting of cafe atmosphere and product taste suitability, while the remaining 64.6% or 0.646 consumer loyalty is influenced by other variables not examined in this study, such as location, service, promotion and product diversity.

Based on the research that has been done, it is known that cafe atmosphere has a significant effect on consumer loyalty at GA Cafe Lumajang. This means that the better the cafe atmosphere created by GA Cafe Lumajang, it will increase consumer loyalty. These results indicate that the cafe atmosphere has a major influence in maintaining and increasing consumer loyalty. These results also show that consumers give a good and positive response to the atmosphere that has been created by GA Cafe Lumajang. This means that GA Cafe Lumajang has been able to create an atmosphere that matches consumer expectations. A good cafe atmosphere will also create a sense of comfort for consumers so that it can make consumers feel at home for long in the cafe. Cafe atmosphere will also attract consumers to come back, make repeat purchases and recommend the cafe to others. This research is in accordance with research conducted by Listiono & Sugiarto (2015), Purnamasari et al., (2016), Rorimpandey, Sepang & Arie (2017) the results stated that the atmosphere can affect consumer loyalty. Atmosphere is one of the factors so that consumers are loyal to the products offered, because with a positive atmosphere, there will be consumer loyalty. From the results of the study it is also known that the suitability of the taste of the product has a significant effect on consumer loyalty at GA Cafe Lumajang. This means that the better the suitability of the taste of the product received by consumers, it will increase consumer loyalty at GA Cafe Lumajang. These results indicate that the suitability of the taste of the product also has a major influence in maintaining and increasing consumer loyalty. These results also indicate that consumers give a good and positive response to the taste of the product that has been given by GA Cafe Lumajang. This means that GA Cafe Lumajang is able to provide products that suit consumer tastes. The taste of the right product will attract consumers to come back, make repeat purchases and recommend products at the cafe to others. So it can be concluded that the suitability of the taste of the product received by consumers can encourage consumers to be loyal to the cafe. In this study, the results obtained are in line with previous research conducted by Maulana, Zuraida & Muyassir, (2018) which shows that the suitability of product taste or taste has a real positive relationship to consumer loyalty so that it can attract consumers to choose a product.

CONCLUSION

From the results of testing the first hypothesis, it is known that cafe atmosphere has a significant effect on consumer loyalty at GA Cafe Lumajang. This means that if the cafe atmosphere is good, the level of consumer loyalty will be high. Vice versa if the cafe atmosphere is not good then consumer loyalty will go down. The results of testing the second hypothesis are also known that the suitability of product taste has a significant effect on consumer loyalty at GA Cafe Lumajang. This means that if the suitability of the taste of the product received by consumers is good, the level of consumer loyalty will be high. Vice versa if the suitability of the taste of the product received by consumers is not good then consumer loyalty will decrease.

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