

Research of Customer Behavior Variables' Effects on Customer Loyalty: Case Study in Coffee Shop

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ABSTRACT

Coffee is enjoyed by many groups, one of the attractions for coffee connoisseurs is the brand of the coffee itself. However, there are many factors that cause coffee connoisseurs to visit a coffee shop, this causes business people to set strategies to attract customers, especially to make customers loyal. The purpose of this study is to test and analyze whether green marketing, brand image, store atmosphere, and service quality simultaneously have a positive and significant effect on customer loyalty. Judging from the existing goals, the researcher used an associative research type with a quantitative approach, with a sample of 100 people. The technique used is accidental sampling, using a linear regression test. The results of this study stated that green marketing, brand image, store atmosphere and service quality simultaneously proved to have a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari.

Keywords: Green Marketing, Brand Image, Store Atmosphere, Service Quality, Customer Loyalty

INTRODUCTION

Along with the times and environmental issues, nowadays most people have realized how important environmental sustainability and nature are, not many people change their style. their life as a habit.lifestyle green that is environmentally friendly. All of this is done for the sake of preserving the environment, not only that, there are also many organizations with environmental backgrounds that have sprung up to invite and make people aware of the importance of maintaining environmental quality and sustainability.

One of the environmental issues that has attracted attention from the past until now is global warming, where global warming is a form of ecosystem imbalance on earth due to the process of increasing the average temperature of the atmosphere, sea, and land on earth. From this incident, it has an effect on climate change on earth, which is uncertain and tends to be messy.

In Indonesia, pollution is one of the problems faced by the environment. One of the

causes of pollution is the amount of plastic waste. This condition makes Indonesia's name less good because the condition of the sea and its ecosystem is heavily polluted by plastic waste. However, this has become a concern for the government, society today in general has tried to reduce the use of plastic packaging products, and prefer to use environmentally friendly packaging products that can be used repeatedly or decomposed more quickly by the environment (Sawitri, & Rahanatha, 2019).

Customer loyalty is a commitment or customer loyalty to a brand accompanied by repeated purchases without coercion from any party and voluntarily suggesting to others to use and buy a product (Rizqiningsih, & Widodo, 2021). In this case, loyalty means that there is a sense of trust in a product so that it makes a customer a loyal customer, meaning not only as a customer but also a customer who believes in a product. So that makes the product the main choice for him to look for.

To increase customer loyalty, there are several strategies that are usually carried out by companies, including implementing a Green Marketing strategy, building a Brand Image, creating a good Store Atmosphere, and improving Service Quality.

When talking about green marketing, this is closely related to the environment, it turns out that this issue is also widely used by entrepreneurs to make profits. It turns out that it is not only the benefits, but the plus point is that the environmental campaign that is inserted is also expected to have a good impact on environmental conservation. Many companies are implementing Green Marketing, not only inserting green campaigns but also selling environmentally friendly products (Susanto, & Hutami, 2021).

In addition, Brand Image is also referred to as a customer consideration to buy the product repeatedly. Brand Image creates a uniqueness in the appeal of a product. According to (Sudiyarto, & PM, 2021) defines image as the sum of the images, impressions, and beliefs that a person has of an object. The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Brand Image can be concluded as images or impressions that are defenders among other products that make other people interested and remember the brand.

Starbucks builds Brand Image by building a commitment to waste management and the use of appropriate raw materials. Starbucks also uses a campaign using recycled products, which means that Starbucks supports a green campaign. Starbucks teaches its customers to reuse, reduce and recycle product packaging, one of which is by not using

plastic straws. This shows that Starbucks raises the concept of Green Marketing in every marketing process.

Starbucks competes with them mainly with their affordable coffee prices. However, there is a prestige value from customers to come to the Starbucks store. One of the things that attracts customers to come is because the Starbucks store has a comfortable place. And Store Atmosphere makes customers feel at home for long. Currently Store Atmosphere is very important for consumers in choosing a place to consume a product.

According to (Takwim, et, al., 2022) defines Store Atmosphere as a combination of physically planned messages, Store Atmosphere can be described as changes to the planning environment for purchases that produce special emotional effects that can cause consumers to make purchases. The Store Atmosphere has a huge impact in influencing mood which in turn can foster customer loyalty at Starbucks Coffee Coffee Shop Bojongsari.

As is currently being done by Starbucks Coffee Shop Bojongsari, Store Atmosphere that brings convenience to customers. Starting from the design of the store, which is visible from the outside, it attracts consumers to come and make purchases. There are also many consumers who come to take pictures from outside because Coffee Shop Bojongsari has a nice and unique design.

Like wise with service quality, service quality is also one of the factors consumers get satisfaction so that consumers will make repeat purchases. The quality of service provided by the company to its customers will create customer loyalty to make repeat purchases of products in the form of goods and services provided by the company (Fa'ilah, et, al., 2021).

(Ginting, et, al., 2021) defines service as all actions or performance that can be offered by one party to another that are essentially intangible and do not result in the ownership of anything. So basically services are all economic activities whose results are not physical products, which are usually consumed at the same time as they are produced and provide added value, such as convenience, entertainment, pleasure or solving problems faced by consumers. On the other hand, products are tangible items that can be owned, touched, or seen. They are distinct from services and involve the exchange of physical goods rather than intangible actions or performances. Examples of products include smartphones, cars, furniture, and clothing.

THEORETICAL BASIS

Understanding Management

Management comes from the word to manage which means to manage, organize, manage, regulate, implement and control organizational activities with the efforts of organizational members and the process of using all resources within the organization to achieve organizational goals that have been set. The definition of management according to (Wulandari, & Engriani, 2022) defines that "management is the process of planning, organizing, directing and supervising the efforts of organizational members and the use of other organizational resources in order to achieve predetermined organizational goals".

According to (Sawitri, & Rahanatha, 2019) management is a process or framework that involves the guidance or direction of a group of people towards organizational goals or real intentions. Management is the science and art of teaching the process of moving a group in running a business and organization effectively and efficiently to achieve a certain goal.

Understanding Marketing

Management Marketing: "marketing management is the planning, direction and control of the entire marketing activity of a firm or division of a firms". The purpose of this understanding is that Marketing Management is planning, directing, and supervising the marketing activities of a company or division of a company. In summary, the definition of marketing management presented states that the marketing management of the company or part of the company.

According to (Ginting, et, al., 2021) "marketing management is a series of processes carried out by companies to create value for the company and build strong relationships in order to create value from these customers". According to (Wulandari, & Engriani, 2022), marketing management is the art and science of selecting target markets, acquiring and retaining and increasing customers by creating and delivering superior customer value.

Green Marketing

Green Marketing or green marketing is one of the strategic efforts in creating environmental and health-based businesses that was well known in the late 1980s and early 1990s. There are many other names for Green Marketing , including environmental marketing, ecological marketing, sustainable marketing, greenmarketing, and social marketing.

Implementing the concept of green marketing in a company means including

environmental considerations in all dimensions of the company's marketing activities (Rizqiningsih, & Widodo, 2021). In the existing literature, the concept of green marketing is a terminology variation from environmental marketing, ecological marketing, green marketing, sustainable marketing, greener marketing, and societal marketing.

Brand Image

The American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination of these, intended to differentiate it from competitors' goods and services. The brand identifies the source or manufacturer of the product and allows the customer, either an individual or an organization, to assign responsibility to a particular manufacturer or distributor.

According to (Abadi, & Nurpratiwi, 2021) there are three parts contained in the measurement of Brand Image. The first part is attributes. Attributes are characteristics or various aspects of the advertised brand. Attributes are also divided into two parts, namely things that are not related to the product, such as: price, packaging, usage, and user image, and other things related to the product, such as; color, size, design. Then the second part of measuring Brand Image according to Shimp is benefits. Benefits are divided into three parts, namely functional, symbolic, and experience. Functional, namely benefits that seek to provide solutions to consumption problems or potential problems that can be experienced by customers, assuming that a brand has specific benefits that can solve these problems.

Store Atmosphere

According to (Prasyanti, et, al., 2021) "atmosphere refers to the store's physical characteristic that is used to develop an image and to draw customers", which means that the store atmosphere is a store's physical characteristics that are used to build an impression and attract customers. According to (Ariningtyas, 2020) Store Atmosphere is a combination of store physical characteristics such as architecture, layout, lighting, display, color, temperature, music, aroma as a whole will create an image in the form of consumers. According to (Barusman, et, al., 2022) defines Store Atmosphere as a combination of physically planned messages, Store Atmosphere can be described as changes that produce special emotional effects that can cause consumers to make purchases. From the above understanding, the author can conclude that the Store Atmosphere is a physical characteristic and is very important for every business, it acts

as a creation of a comfortable atmosphere for consumers and makes consumers want to linger in the store and indirectly stimulates consumers to always visit and make repeat purchases.

Service Quality

According to (Sinambela, et, al., 2022), service quality is an effort to fulfill consumer needs and desires as well as delivery accuracy in balancing consumer expectations. According to (Indrawan, et, al., 2022) said that "service quality is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs".

METHOD

Judging from the existing problems, the researchers used associative research with a quantitative approach. Associative research, according to (Budi, & Suttedjo, 2022) "Associative research aims to determine the effect or relationship between two more variables".

According to (Budi, & Suttedjo, 2022) "Population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions". The population in this study were all customers of Starbucks Coffee Shop Bojongsari. Based on second service customer data for October 2022 with a total of 510 customer.

According to (Budi, & Suttedjo, 2022) "the sample is part of the number of characteristics possessed by the population".sampling technique of this research is using probability sampling. Nonprobability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The number of samples used by researchers is 100 people.

RESULT

The Effect Green Marketing Customer Loyalty

The results of data analysis with statistical tests proved that green marketing had a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari, this can be shown by the t-count value greater than t-table ($8,268 > 1.1661$) and a

significance value of 0.000 (< 0.05). With an R-Square value of 0.411 which means that partially green marketing can contribute to the influence of customer loyalty by 41.1%, this shows that if green marketing is done well and maximally it will be able to have a significant effect on increasing customer loyalty at Starbucks. Bojongsari Coffee Shop. The most dominant element of green marketing is the demension of green customers with indicators of consumers who love the environment.

The Effect Brand Image Customer Loyalty

The results of data analysis with statistical tests proved that Brand Image had a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari this can be shown by the t-count value is greater than t-table ($7.967 > 1.661$) and the level of significance of 0.000 (< 0.05). With an R-Square value of 0.393, which means that Brand Image can contribute to the influence of customer loyalty by 39.3%, this shows that if brand image is done well and maximally it will be able to have a significant effect on increasing customer loyalty at Starbucks Coffee Shop Bojongsari. The most dominant brand image element is in the brand identity demension with the starbucks logo popularity indicator.

The Effect Store Atmosphere Customer Loyalty

The results of data analysis with statistical tests proved that Store Atmosphere had a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari this can be shown by the t-count value greater than t-table ($4.663 > 1.661$) and the level of significance of 0.000 (< 0.05). With an R-Square value of 0.182 which means that store atmosphere can contribute to customer loyalty by 18.2%, this shows that if the store atmosphere is improved properly and maximally, it will be able to have a significant effect on increasing customer loyalty at Starbucks Coffee Shop Bojongsari. The most dominant store atmosphere element is in the demension of lighting with lighting indicators from the sun.

The Effect of Service Quality on Customer Loyalty

The results of data analysis with statistical tests prove that Service Quality has a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari this can be shown by the t-count value is greater than t-table ($8.839 > 1.661$) and the level of significance of 0.000 (< 0.05). With an R-Square value of 0.444 which means that service quality can contribute to the influence of customer loyalty by 44.4%, this shows

that if the quality of service is improved properly and maximally, it will be able to have a significant effect on increasing customer loyalty at Starbucks Coffee Shop Bojongsari . The most dominant element of service quality is in the demension of Empathy with indicators of serving kindly. The most dominant element of service quality is in the demension of Empathy with indicators of serving kindly.

Effect Green Marketing, Brand Image, Store Atmosphere, and Service Quality Simultaneously on Customer Loyalty

The results of data analysis with statistical tests proved that green marketing, brand image, store atmosphere, and service quality have a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari, this can be shown by the F-count value of 33,737 which is greater than the F-table (2.47) and a significance value of 0.000 (<0.05), with an R-Square value of 0.569 which means that green marketing, brand image, store atmosphere and service quality can simultaneously contribute to the influence of customer loyalty by 56.9%, This shows that if green marketing, brand image, store atmosphere and service quality are carried out and synergized properly, it will be able to have a significant effect in increasing customer loyalty at Starbucks Coffee Shop Bojongsari.

CONCLUSION

Green marketing is proven to have a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari, it's mean if Starbucks Coffee Shop Bojongsari has adopted green marketing practices and effectively communicated their sustainability efforts to their customers, it could lead to increased customer loyalty among individuals who prioritize environmental responsibility and ethical business practices. This is because customers who resonate with the brand's green initiatives may feel a stronger connection to the company and be more inclined to become repeat customers.

Brand image has been proven to have a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari, it can be shown that the t-count value of 7.967 is greater than the t-table (1.661). In statistical hypothesis testing, a t-test is commonly used to determine whether there is a significant difference between the means of two groups. In this case, it seems like the two groups might be related to brand image and customer loyalty, respectively. A t-count value (also known as t-statistic) is the calculated value obtained from the t-test based on the sample data. On the other hand, the t-table value represents the critical value from the t-distribution table, which depends on the degrees of freedom

and the chosen level of significance (usually denoted by alpha, commonly set at 0.05). When the t-count value is greater than the t-table value, it typically means that the effect observed in the data is likely not due to random chance and is considered statistically significant. This leads to rejecting the null hypothesis, which assumes no significant effect or difference between the groups.

Store atmosphere is proven to have a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari, it can be shown that the t-count value of 4.663 is greater than t-table (1.661). It is essential to note that the effectiveness of store atmosphere on customer loyalty can vary based on individual preferences, cultural influences, and other factors. Also, customer loyalty is influenced by various aspects of the business, including product quality, customer service, and value for money, among others. A holistic approach that considers multiple factors will contribute to the success of building and maintaining customer loyalty.

Service quality proved to have a positive and significant effect on customer loyalty at Starbucks Coffee Shop Bojongsari this can be shown by the t-count value of 8.839 which is greater than t-table (1.661). Starbucks Coffee Shop Bojongsari, can benefit from focusing on service quality to improve customer loyalty. Regularly measuring and monitoring customer feedback, addressing areas for improvement, and consistently delivering excellent service are essential steps to enhance customer loyalty and drive long-term success.

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