

Service Quality and Product Quality as An Influence on Customer Loyalty at Naturalis Koffie

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Abstract-This study aims to examine the role of service quality such as time efficiency, price, atmosphere, employee attitudes, information technology quality, aesthetics, escapism, and product quality as an influence on consumer loyalty at “Naturalis Koffie”. Quantitative methods with primary data were used in this study. Data is collected using online questionnaires to find the right respondents, that have visited Naturalis Koffie. The data gathered was analyzed using Partial Least Square - Structural Equation Modeling (PLS-SEM) on SmartPLS 3.2.9 application. The results show that customer loyalty is influenced by service quality – consisting of 9 subdimensions: Time efficiency, Fairy Price, Atmosphere, Employee Attitude, Information Technology Service, Coffee Quality, Aesthetics, Escapism, and Satisfaction. The study found that all nine variables were important in terms of the key success of the café. The originality of this study was to determine the effect of Service quality and product quality as an influence on consumer loyalty that affects customer repeat orders.

Keywords – Naturalis Koffie, Service Quality, Product Quality, Consumer Loyalty

Introduction

Coffee is one of the most popular beverages in the world. It plays a significant role in many students and employees' daily lives as a primary source of caffeine in the morning (Menke, 2018), coffee is the world's second most sought-after commodity, with a global market worth more than \$100 billion and growing at the rate of 5.5% compounded annually. The industry is worth \$20 billion in exports alone, and it is growing—the world consumes 500 billion cups of coffee each year.

South America is the top coffee producer among these regions, according to Menke (2018). According to Statistica.com, in 2020, Brazil produced approximately 58.21 million 60kg bags. This accounts for about 34.38% of the total 169.34 million 60kg bags of coffee produced globally that year. The industry's key consumer group is people aged 19 to 34, and the growing demand from millennials, whose consumption has increased by roughly 10%, is a big element in the market's growth.

China, Panama, Kenya, Senegal, and the United States are expected to experience the fastest growth, while specialty coffee shops will continue to strengthen their position in these community retail businesses. according to Menke (2018) The coffee industry in the United States contributes 1.6 % of the total GDP, customers spend \$74.2 billion on beverages, and 1,695,710 people work in the industry. The Netherlands, Finland, Canada, and Sweden are the top coffee drinkers in the world, with 260.4 liters per capita, 184.9 liters per capita, 152.1 liters per capita, and 141.9 liters per capita, respectively. Among the most well-known coffee companies are J.M. Smucker Company, Kraft Heinz Inc., Starbucks Corporation, Nestle S.A., and Dunkin' Donuts.

A café or coffee shop (coffee shop) is a place where you may get coffee and food. Snacks and large meals are becoming more common as the coffee shop age unfolds. The word "café" derives from the French language and means "coffee." Café is how the French refer to coffee cafes. France is known as "Cafe Country" because the café industry is rapidly expanding there, and it was from France that the café began to spread over the world. Café, often known as a Coffee Shop, is a Turkish word that means "coffee house". The first Coffee Shop was built in 1475 in Constantinople, Turkey (Istanbul).

The first Coffee Shop in Europe was established in 1529. This drink has grown quite popular in Europe, thanks to a variety of techniques for filtering coffee and improving the taste of coffee drinks with milk and sugar. Coffee shops are becoming increasingly popular in Europe as they begin to serve sweet pastries and other foods in addition to coffee drinks. In 1652, a coffee shop was established in the United Kingdom. The first time the term "tips" was used was at the Coffee Shop. A jar is placed on the counter to assure speedy service, and people enter thin coins into the jar to be served promptly.

Problem statement

According to detik.com, the results of TOFIN's study, MIX MarComm magazine, the number of coffee shops in Indonesia reached over 2,950 outlets in August 2019. One of the coffee shops is Naturalis Koffie which is located at Bekasi, H. Agus Salim No. 36. This coffee shop is only two years old, but has already a reputation for quality that attracts repeat customers in the Bekasi area. The number of competitors amongst cafés, however, is a challenge for Naturalis Koffie. Within a 1-2 km radius, there are five competitors, but Naturalis Koffie is one of the most popular cafes because it is inexpensive, strategically located, and better service.

According to Tiasanty and Sitio (2020) that service quality, product quality, and brand image have a positive effect on customer satisfaction. Another study by Lie, Sudirman, Efendi, and Butarbutar (2019) indicates that service quality, price, and consumer trust have a positive effect on customer satisfaction. Both types of research were studied in manufacturing and the use of the application. It has not been studied in the service industry. Thus, based on those studies, it is thought that Time Efficiency, Fair Prices, Information Technology Services, Atmosphere, Employee Attitude, Coffee Quality, Aesthetics, Escapism, and Satisfaction could be the characteristics that affect customer satisfaction in coffee shop services. It is believed that these nine variables could affect customer satisfaction and will result in an increase in revenue. Furthermore, as customers who visit Naturalis Koffie are more educated, the researcher believed product Quality will become the source of competitive advantage.

Naturalist Koffie designed with a modern minimalist aesthetic in mind. Not only generation Z (born between 1997 to 2012), but also many millennials (born between 1981 to 1996) frequently visited this cafe because of the tranquil and relaxing atmosphere. The barista in Naturalis Koffie is tended by college students. The cafe not only has a large space, but it also has indoor and outdoor areas so that customers can choose their preferences. Besides coffee, Naturalis Koffie also sells food. The fact that price range offered in Naturalis Koffie makes it an ideal place for students to visit and people to unwind. However, since the barista of Naturalis Koffie is tended by college students, their experience in mixing and making coffee would not

be the same as a professionally trained barista. This could reduce the enjoyment of the customers visiting the café.

Customer satisfaction is a crucial aspect of a corporate facility since it is linked to positive business outcomes such as increased sales and customer loyalty. Despite their importance, only a few studies have looked at the factors that influence consumer satisfaction in coffee shops. It is thought that Time Efficiency, Fair Prices, Information Technology Services, Atmosphere, Employee Attitude, Coffee Quality, Aesthetics, Escapism, and Satisfaction could be the characteristics that affect customer satisfaction with coffee shop services. It is believed that these nine variables would contribute to the increase in revenue. Furthermore, as customers who visit Naturalis Koffie are more educated, the researcher believes product Quality will become the source of competitive advantage.

Review of Literature

Time Efficiency

Time efficiency, according to Dickson (2015), is our ability to effectively plan, organize, and manage time for certain activities to achieve our objectives. A staff that provides high-quality service is a way to improve the quality of time. According to Gillis (2021). Assessing time efficiency is a benefit obtained as a function of operational costs. According to Hayes (2022). The higher the operational efficiency, the more profitable the company or investment.

Fair Price

According to Dahlan, Ismail, Mohamed, and Mardhiah (2020) fair price is a price that buyers perceive is acceptable and appropriate for goods and services. According to Hanaysha (2016), unjust pricing can cause unfavorable client reactions like rage. Pricing fairness can also be used by customers to account for price variations between vendors and competitors. Price fairness can have a significant impact on customer emotions when it comes to price considerations. According to Githiri, M. (2018), the evaluation of pricing fairness is based on acceptable food and beverage portion sizes as well as cheaper costs when compared to competitors.

Atmosphere

Berman, B. and Evan, J, (2007) define atmosphere as the physical characteristics of a store that portray a certain image and attract customers. According to Utami (2010), retailers would typically build an environment that can elicit emotional responses and customer perceptions, such as visual communication, lighting, colors, music, and smells, to attract customers. Utami (2010) concluded that the cafe setting is a well-designed environment. Tunjungsari, V., Fauzi, A., and Maward (2016) defines atmosphere as a favorable impression on customers that can also add value to the product. Furthermore, the purpose is to encourage people to spend time there and to feel relaxed while doing so.

Employee Attitude

According to Saari and Judge (2004) employees have opinions and ideas on numerous elements of work, including professions and associations. According to Judge and Kammeyer-Mueller (2012) Work attitude is described as an assessment of one's work that displays feelings, beliefs, and attachments to work. According to Saleem (2015) Employee job, satisfaction and employee dedication are things that must be used and learned while applied in the world of work.

Information Technology Service

According to Wificolony.com, information Technology Services, are services that use software, hardware, and communication infrastructure to provide clients with access to information. Business processes can be monitored, optimized, and established in this environment. According to Elkins (2007) 1. Displaying menus on digital screens 2. Cafe bartenders' tips, tricks, and video lessons 3. Publish content in real-time on social media. The implementation of fashion information technology. According to Hapsari, Nurlaela, Titisari, (2019), information technology has a favorable impact on the company's financial performance and reputation.

Coffee Quality

According to Huck C.W., Guggenbichler W., Bonn G.K., (2005). arabica coffee and robusta coffee are two variants of the genus *Coffea* that have been identified so far as being very important. According to Esteban-Díez, González-Sáiz, and Pizarro (2004) From a botanical point of view and qualitative characteristics, arabica coffee, and robusta varieties are different. Arabica beans are highly prized in trade because many people consider them to have a smoother taste, and therefore more valuable to consumers than robusta coffee beans. Many coffee drinks are made from robusta and arabica coffee or even a combination of both. According to the website coffeeland.co.id, to get a good quality coffee taste, several things need to be assessed, including taste, aroma, sweetness, aftertaste, balance, acidity, and clean cup. If the coffee meets these criteria, then the coffee is considered good quality.

Aesthetic

According to Ryu (2005), aesthetics are different from the atmosphere, since aesthetics is the design and layout of a location, but an atmosphere is a place for consumers to feel comfortable in a café. The aesthetic appeal of coffee shops is mirrored in the visual appeal of coffee shop amenities. According to Ryu (2005). Interior design and decorating, as well as architectural design and function, are examples. Aesthetics is a branch of philosophy concerned with the study of beauty and taste (Zangwill, 2019). According to Sartwell (2017) Aesthetic must contain beauty, art and taste. In another study by Hyun, Park, Ren, and Kim (2018) Aesthetic and ambience increase the number of of visitors visiting certain places.

Escapism

According to Adityawirawan and Hanson (2021), escapism is a psychological state in which people feel at ease and joyful in a place and are eager to stay for an extended period. The

same study also indicates, the physical and non-physical components of the location determine comfort. In another study Stenseng, Falch-Madsen, and Hygen (2021) that escapism can lead to positive psychological result.

Customer Satisfaction

Saulina and Syah (2018) define satisfaction as a feeling of pleasure or dissatisfaction resulting from a comparison of products gained by customers with their expectations. According to Mensah and Mensah (2018). Customer satisfaction with a product is defined as when customers place a value on a product or service that can deliver pleasure in their degree of consumption.

Hypothesis Development

Time Efficiency positively Influences customer satisfaction (H1)

"Time Efficiency" is the first variable investigated, according to Astuti and Ayu, (2019), so that the production and distribution processes can be balanced. Customers will return if the restaurant management appears to be professional, courteous to visitors, and timely in delivering orders. Customers will be pleased since the food and beverages provided are always fresh. According to Dickson (2015), time efficiency demands our dedication to follow through on all plans and not to waste time, especially if we have a limited amount. According to Dickson (2015), Time management mistakes are often the result of bad habits including procrastination and lack of self-control. Planning for the future, determining what is to be accomplished, prioritizing tasks, and simplifying the time allotted so that it can be completed on time are all important actions related to Time Management. Companies with high efficiency can demonstrate their ability to handle and resolve any problems that arise promptly which resulted in a significant reduction in prices. Efficiency must be produced and improved regardless of the type of business you start. You and your team must continually assess your company's performance, including its progress, shortcomings, and other efficiency-related issues. This study hypothesizes that customer satisfaction is influenced by time efficiency based on the data.

Fair Price positively influences customer satisfaction (H2).

According to Buechner, M. N. (2018), In a market economy, supply and demand forces can move freely, and the resulting price represents the wishes of the people. According to Buechner, M. N. (2018), supply and demand determine the price of a product, and changes in supply and demand are mostly responsible for price volatility. According to Nasution (2007), market prices are frequently thought to be out of step with policies and broader economic realities. Although both parties demand a fair price, according to Nasution (2007) Fair prices, according to this study, have an impact on customer contentment.

Atmosphere positively influences customer satisfaction (H3).

According to Heung and Gu (2012); Han and Hwang (2015); Han and Hyun (2017). The third theory is that Comfort is described as a condition of bodily comfort in a setting that gives the awareness and comfort that clients require to produce enjoyment in industry. According to Tripathi and Dave (2014); Han, Ham, Yang and Baek (2012) found that the

environment has an impact on tourism services, leading to the conclusion that a nice environment always leads to consumer satisfaction. Customers can estimate the value of the service they receive depending on the price they pay. According to Hanaysha (2016), research on Malaysian fast-food restaurants discovered that the price of a product or service can have a significant positive impact on customer satisfaction. The environment, according to this research, has an impact on customer happiness.

Employee attitude positively influences customer satisfaction (H4).

The fourth variable studied is "employee attitude." According to Ringle, Sarstedt and Zimmermann (2011) and Han et al., (2012) Clients prefer to follow staff attitudes in terms of service quality, because the staff is always face-to-face with customers. Experts also suggest that a strong response to consumers and a desire to help customers are crucial aspects that a restaurant service must have (Gazzoli, Hancer, & Park, 2010; Wu & Liang, 2009). Pleasant employee attitudes, according to Kim and Ok (2010), foster positive customer interactions, which are linked to customer satisfaction. In both casual and fine-dining establishments, interactions between customers and employees always yield favorable results. Based on the data, this study hypothesizes that the attitude of store staff can affect consumer happiness.

Information Technology Service positively influences customer satisfaction (H5).

The fifth variable chosen is IT service provision, According to Cobanoglu, Bilgihan, Nusair, and Berezina (2012) such as wireless internet service speed, free internet connectivity is a crucial component in increasing service quality and giving restaurants and other culinary services a competitive advantage. According to Kim, Park, and Jeong (2004), providing wireless internet services can help the restaurant contribute to positive client reactions. According to Kim, Park, and Jeong (2004), there is also a finding that the friendliness of Korean customer facilities has a good impact on customer satisfaction levels when using wireless Internet service.

Coffee quality positively influences customer satisfaction (H6).

The sixth variable that might affect consumer happiness is "coffee quality." According to Han & Hyun (2017), The last factor that can influence consumer happiness is "coffee quality." According to previous research, the most important factor in the food and beverage service industry is food quality. According to Han and Hyun (2017). if a substantial confident connection between satisfaction and food quality, such as in ethnic restaurants and hotel restaurants (Ha & Jang, 2010). Therefore, in this study, it can be hypothesized that coffee quality affects consumer satisfaction based on the data.

Aesthetic positively influences customer satisfaction (H7).

Sriti (2005). revealed in a study that humans, with all their physical and psychological characteristics, can respond to various forms of spatial processing, as well as their impact on cognitive and emotional functions. According to Sriti (2005) Humans get the impression of space mainly through sight, because the eye can examine an object and is assisted by other senses such as hearing, smell, and so on to create an emotional impression or a certain image

for the soul. In addition, when people like works of art or beautiful objects such as interior spaces with certain concepts, they will have an aesthetic experience. Jena (2014) explained in his study that aesthetic experience is the most significant component of engagement with works of art. This study hypothesizes that aesthetics affects consumer satisfaction based on facts.

Escapism positively influences customer satisfaction (H8).

According to Tri (2016). Coffee shop-style cafes currently have more guests, according to the variable eighth. Moreover, many millennials like to visit this cafe because it has a large area and is not too crowded. In addition, because this cafe is often visited by young people, the friendly atmosphere is even more pronounced. Visitors will not feel too old to visit a cafe or coffee shop. Added, crowds aren't a problem, but if it is too loud, even chatting will be difficult. Every cafe should have music to entertain customers. However, this depends on each visitor's musical preferences. Furthermore, cafe facilities such as chairs determine whether the cafe is comfortable or not. The cafe will feel uncomfortable if the seats are too close together. According to Angasa, Trisnawati, & Gustian, (2016). Escapism, is a comfortable cafe that in my opinion provides wifi, affordable prices, comfortable interior design, are open 24 hours, and has a unique menu. This study hypothesizes that escapism has an impact on consumer satisfaction based on evidence.

Satisfaction positively influences customer loyalty (H9).

According to So, King, Sparks, and Wang (2016); Kim, Vogt, and Knutson (2015) Customer pleasure, according to academics, has a central part in gaining “customer loyalty” because favorable emotional states mostly want to get positive feedback. According to (So et al., 2016; Kim et al., 2015) loyalty is related to positive behavioral preferences and intentions, such as recommendation and readiness to pay, as well as intentions to repurchase a particular product, service, or brand. According to Han & Hyun, (2017) In the case of fast-food restaurants and hotels also several studies have found that customer satisfaction has a beneficial impact on loyalty behavior.

Theoretical Framework

This study clarifies the relationship between service and product quality to keep customers coming back to the café. In addition, the impact of time efficiency, fair pricing, employee mood, atmosphere, coffee quality, information technology service, aesthetics, along with escapism on consumer pleasure.

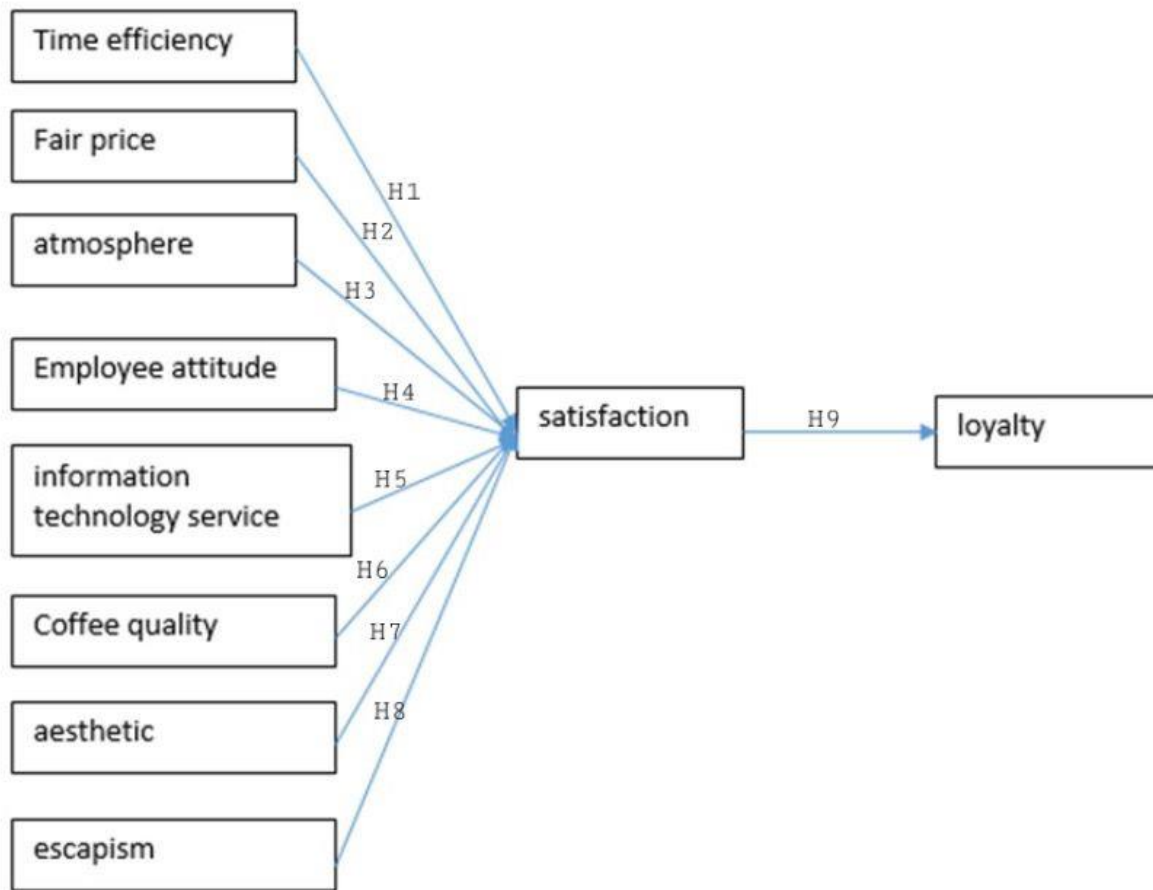


Figure 2.1 – Theoretical Framework

METHODOLOGY

Research Design

Quantitative research has no other goal than to aid in the formation of conclusions or the generalization of the correct prediction theory (Lindsay & Creswell, 2017). This study employs a quantifiable method. Variables were assessed and hypotheses were tested to meet the research objectives. As an attempt to investigate the problem, a quantitative method was used. This problem motivates the researcher to collect data, identify variables, and then quantify them using numbers so that the study may be completed using appropriate statistical processes.

SmartPLS 3.2.9 were used in this study's analysis (PLS-SEM). For more than a century, statistical analysis has been an important tool for social science researchers. In recent years the use of statistical approaches has grown exponentially, due to increased access to methods that are easier for the researcher to understand when combined with technology-based expertise. To understand the data and linkages, researchers use univariate and bivariate analysis. It is required to use increasingly advanced multivariate data analysis approaches to grasp the more complicated interactions linked with current research directions in social scientific fields (Hair, Hult, Ringle, & Sarstedt, 2013).

Customers who eat or drink at Naturalis Koffie make up the study's population. Purposive sampling as a part of non-probability sampling will be used in this study, with digital questionnaires disseminated via Google Form to friends and relatives as well as the general

public (Whatsapp Group, etc.). Non-probability sampling because the population only comes to Naturalis Koffie. The research sample succeeds without (less) or does not deliver a similar probability (probability) for each member of the people to be selected in this sampling technique. If we use non-probability sampling, we use Accidental Sampling because the sampling technique is based on the spontaneity factor, meaning that anyone who accidentally meets the researcher and matches the characteristics can be used as a sample (Etikan, & Bala, 2017). Purposive sampling ensures that the sample accurately reflects the population being investigated based on the criteria set out. The population is a geographical generalization with the following properties, according to (Sugiyono, 2017) Objects/subjects have distinct qualities and attributes that the researcher investigates and then draws conclusions about. It is recommended to use a sample of more than 30 but less than 500 respondents (Sekaran & Roger, 2017). As a result, this poll had a total response rate of 198 people. The researchers have ten variables, each with two to four measures, according to (Hair et al 2013) then we'll only need 100 people in our sample. Whereas, in the study, we gathered 198, which is more than enough. Table 3.1 shows the survey questionnaire.

Table 3.1 – Statements on the Questionnaire

No	Variable	Adjusted Statement	Source
1	Time Efficiency	I do not think hangout in the Naturalis is a waste of time	(Wu & Liang, 2009)
		Hangout in this café improves my quality of life	
2	Fairly Price	Naturalis offers a good service that is worth its price	(Wu & Liang, 2009)
		The prices are acceptable	
3	Atmosphere	Naturalis has a comfortable atmosphere	(Lee et al., 2018)
		The atmosphere of Naturalis is familiar to me	
		It is comfortable to spend my time at Naturalis	
		Naturalis makes me relaxed	
4	Employee Attitude	Naturalis employees are friendly	(Lee et al., 2018)
		Naturalis employees are kind	
		Naturalis makes me feel happy	
5	IT Service	The wireless Internet service at Naturalis is satisfactory	(Lee et al., 2018)
		Naturalis has good Internet service	
		Naturalis provides high-quality wireless service	
6		The taste of Naturalis coffee is great	(Lee et al., 2018)

	Coffee Quality	Naturalis coffee has a good smell	
		The aroma of Naturalis coffee is pleasant	
		I like the smell and taste of Naturalis coffee	
7	Aesthetic	Drinks that are well garnished	(Wu & Liang, 2009)
		Aesthetically appealing cafe equipment	
		The atmosphere of the cafe is wonderful	
8	Escapism	Hangout in this cafe is so enjoyable that makes me feel comfortable and released	(Wu & Liang, 2009)
		Hangout in this cafe makes me feel place to unwind	
		Hangout in this cafe released me from reality and helps me truly enjoy myself	
9	Customer Satisfaction	I am satisfied with the Naturalis staff.	(Wu & Liang, 2009) and (Lee et al., 2018)
		I am satisfied with the Naturalis service quality.	
		I am satisfied with Naturalis	
		Naturalis is fulfilling	
10	Loyalty	I am willing to pay money to Naturalis	(Lee et al., 2018)
		I have loyalty to Naturalis	
		I am a loyal customer of Naturalis	

ANALYSIS AND DISCUSSION OF FINDINGS

Respondent Profile

The participants of this research are customers who have visited Naturalis Koffie or who have recently visited Naturalis Koffie. The total number of legitimate respondents in this survey was 198. Gender, age, occupation, income, and frequency of weekly visits are among the five categories used to collect demographic data.

Gender

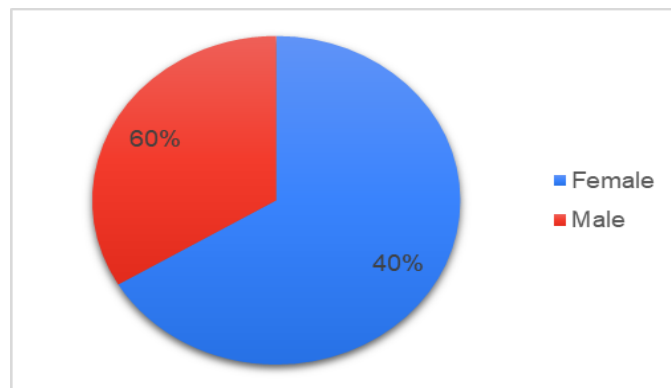


Figure 4. 1 Respondent' Gender

According to Figure 4.1, the highest gender for gender in this study was 118 women with a percentage of 60%, while the lowest gender for gender in this study was 80 males with a percentage of 40%.

Age

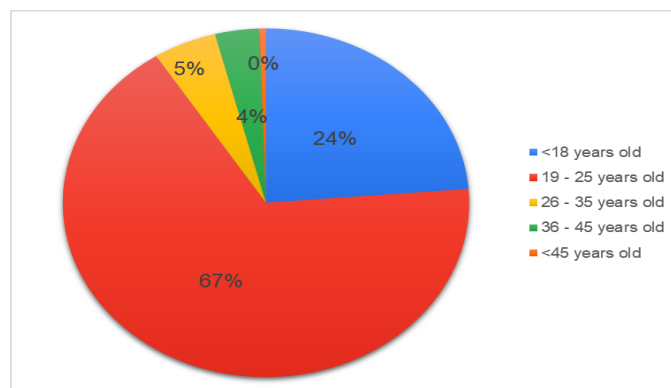


Figure 4. 2 Respondent' Age

Figure 4.2 shows that with a percentage of 67% the bulk of respondents is between the ages of 19 and 25. Other respondents, notably 18 years old, received 47 responses with a 24% response rate, 26-35 years received 10 responses with a 5% response rate, 36-45 years received 7 responses with a 4% response rate, and 45 years old received 1 response with a 0% response rate.

Occupation

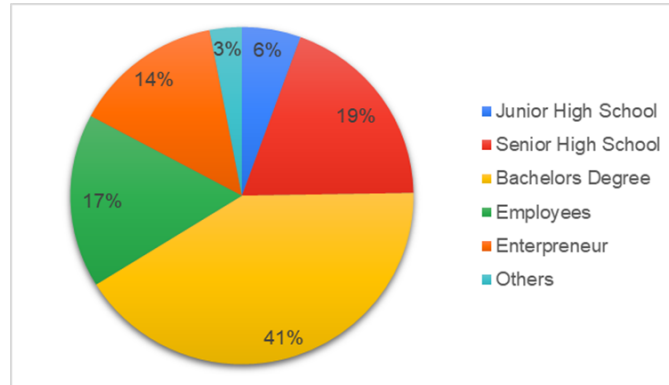


Figure 4. 3 Respondent's Occupation

Figure 4.3 shows that Bachelor's Degree accounts for the majority of the respondent data gathered by the researcher, with a total of 82 respondents and a proportion of 41%. Other respondents included Junior High School with 11 respondents and a 6% response rate, Senior High School with 38 respondents and a 19% response rate, Employees with 33 respondents and a 17% response rate, Entrepreneurs with 28 respondents and a 14% response rate, and others with 6 respondents and a 3% response rate.

Monthly Income

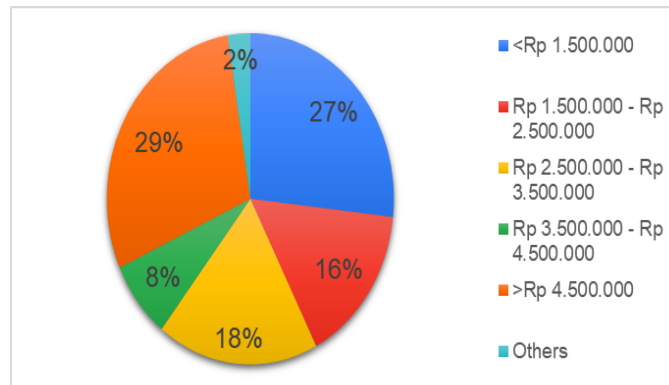


Figure 4. 4 Respondent's Monthly Income

Figure 4.4 shows that the majority of respondents for this survey have a monthly income of > 4,500,000, with 58 respondents representing a 29% response rate. Other respondents with a monthly income of >Rp. 1,500,000 have 23 respondents with a percentage of 24%, Rp. 1,500,000 - Rp. 2,500,000 have 31 respondents with a percentage of 16%, Rp. 2,500,000 - Rp. 3,500,000 have 36 respondents with a percentage of 18%, and Rp 3,500,000 - Rp 4,500,000 have 36 respondents with a percentage of 18%. Respondents with an 8% response rate receive 5 responses with a 2% response rate, while others receive 5 responses with a 2% response rate.

Weekly Visiting Frequency

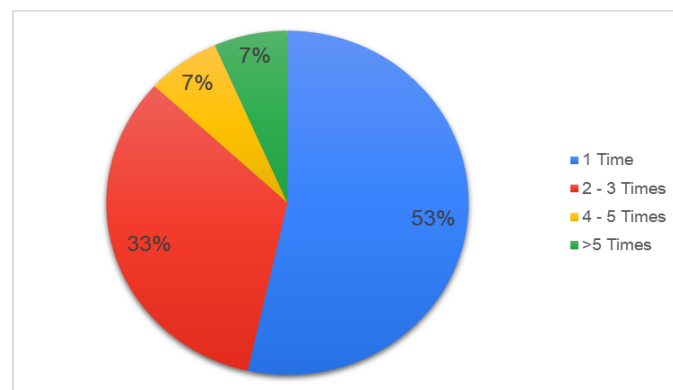


Figure 4. 5 Respondent' Weekly Visiting Frequency

Figure 4.5 shows that the bulk of visits to Naturalis Koffie per week is one-time, with 106 responders representing a ratio of 53%. Meanwhile, for other respondents, they received 66 respondents with a 33% response rate, 4-5 times they received 13 respondents with a 7% response rate, and ultimately >5 times they received 13 respondents with a 7% response rate.

Descriptive Analysis

Table 4. 1 Descriptive Analysis Result

Indicator	Mean	Min	Max	Std. Deviation
TE1	4.520	1	5	0.709
TE2	4.500	1	5	0.702
Time Efficiency (TE)	4.510	1	5	0.706
FP1	3.924	1	5	1.054
FP2	4.232	1	5	0.903
Fairy Price (FP)	4.078	1	5	0.979
A1	4.177	1	5	0.896
A2	4.278	1	5	0.881
A3	4.333	1	5	0.778
A4	4.480	2	5	0.664
Atmosphere (A)	4.317	1	5	0.805
EA1	4.449	2	5	0.693
EA2	4.581	2	5	0.620
EA3	4.460	2	5	0.679
Employee Attitude (EA)	4.497	2	5	0.664
ITS1	4.470	2	5	0.649
ITS2	4.308	2	5	0.798
ITS3	4.359	2	5	0.730
IT Service (ITS)	4.379	2	5	0.726
CQ1	4.333	2	5	0.823
CQ2	4.369	2	5	0.718

CQ3	4.404	1	5	0.731
CQ4	4.178	1	5	1.044
Coffee Quality (CQ)	4.321	2	5	0.829
A1	4.416	2	5	0.712
A2	4.414	3	5	0.682
A3	4.379	1	5	0.793
Aesthetic (AE)	4.403	2	5	0.729
E1	4.338	1	5	0.799
E2	4.348	3	5	0.707
E3	4.298	2	5	0.808
Escapism (E)	4.328	2	5	0.771
CS1	4.369	2	5	0.792
CS2	4.192	1	5	0.923
CS3	4.187	1	5	0.876
CS4	4.081	1	5	0.934
Customer Satisfaction (CS)	4.207	1	5	0.881
L1	4.071	1	5	0.879
L2	4.071	1	5	0.873
L3	3.960	1	5	1.068
Loyalty (L)	4.034	1	5	0.940

Source: Processing by SmartPLS 3.2.9

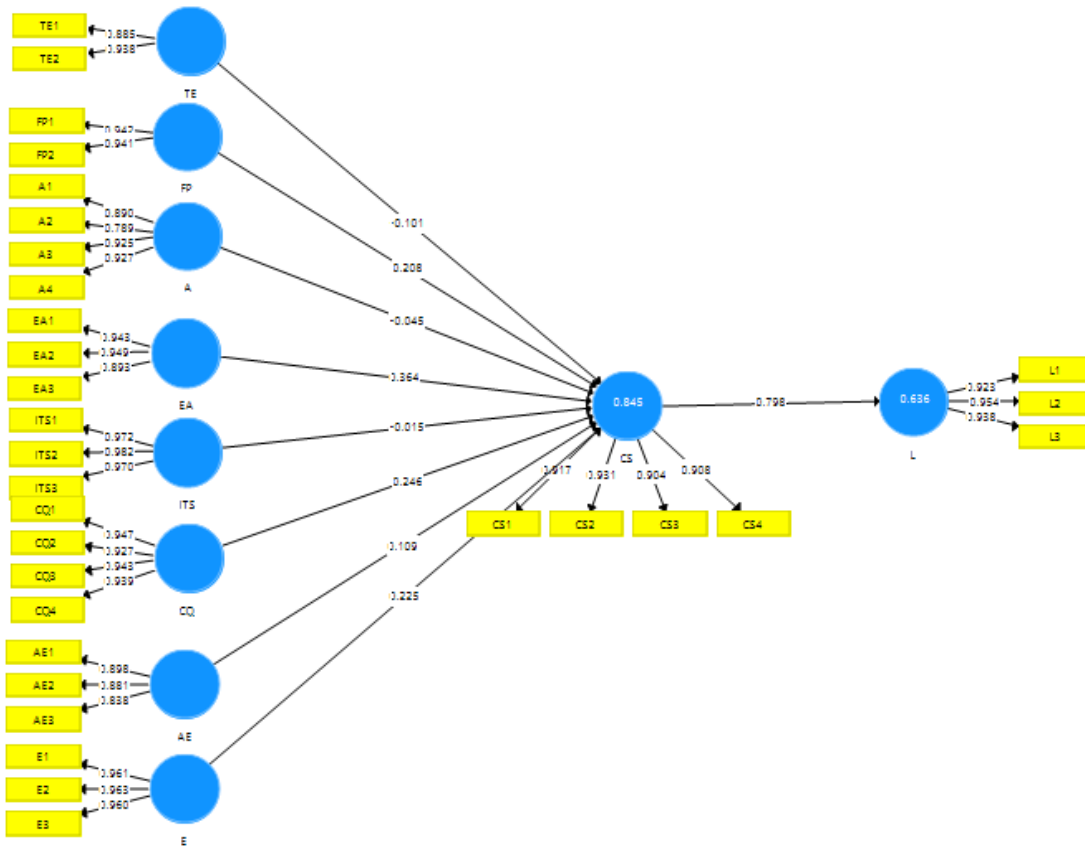
Describes respondents' responses to all criteria, including Time Efficiency, Reasonable Prices, Atmosphere, Employee Attitude, IT Services, Coffee Quality, Aesthetics, Escapism, Customer Satisfaction, and Loyalty, as shown in Table 4.1. In this study, 85% of respondents agreed with each variable's statements. With an average score of 4,510, Time Efficiency has the highest average score of all variables, followed by Employee Attitude with a score of 4,497 and Aesthetics with a score of 4,403. With average scores of 4,321 and 4,328, Coffee Quality and Escapism were practically identical. Loyalty, on the other hand, scored somewhat lower than the other characteristics, with a score of 4,034. In terms of indicators, the statement EA2 "Naturalist employees are nice" has the highest average score of 4,581, indicating that respondents believe Naturalis Koffie personnel are friendly.

Partial Least Square (PLS)

According to Hair, Sarstedt, Hopkins, & Kuppelwieser (2014). PLS-SEM or Partial-Least Squares-Structural Equation Modeling is a nonparametric method that does not require the data to follow any distribution assumptions. The PLS algorithm transforms anomalous data using the central limit theorem, PLS-SEM can be used on data that are not regularly distributed (Hair et al., 2014).

Outer Model Measurement

The validity and reliability of 31 statements or indicators will be investigated in this study to determine the amount to which a calculating instrument's accuracy and precision in carrying out the measurement function. The graphic below shows the outcome of SmartPLS 3.2.9's examination of the outer model.



Source: Processing by SmartPLS 3.2.9

Figure 4. 6 Outer Model Measurement

According to figure 4.6, all of the indicators presented by the researcher are valid, and all of the results are in agreement with the requirements. In the following section, we'll go over the reasons why all indications are approved and genuine.

1. Convergent Validity

Table 4. 2 Outer Loading Result

Variable	Indicator	Outer Loading	Rule of Thumb	Result
Atmosphere (A)	A1	0.890	>0.708	Valid
	A2	0.789	>0.708	Valid
	A3	0.925	>0.708	Valid
	A4	0.927	>0.708	Valid

Aesthetic (AE)	AE1	0.898	>0.708	Valid
	AE2	0.881	>0.708	Valid
	AE3	0.838	>0.708	Valid
Coffee Quality (CQ)	CQ1	0.947	>0.708	Valid
	CQ2	0.927	>0.708	Valid
	CQ3	0.943	>0.708	Valid
	CQ4	0.939	>0.708	Valid
Escapism (E)	E1	0.961	>0.708	Valid
	E2	0.963	>0.708	Valid
	E3	0.960	>0.708	Valid
Employee Attitude (EA)	EA1	0.943	>0.708	Valid
	EA2	0.949	>0.708	Valid
	EA3	0.893	>0.708	Valid
Fairy Price (FP)	FP1	0.942	>0.708	Valid
	FP2	0.941	>0.708	Valid
IT Service (ITS)	ITS1	0.972	>0.708	Valid
	ITS2	0.982	>0.708	Valid
	ITS3	0.970	>0.708	Valid
Loyalty (L)	L1	0.923	>0.708	Valid
	L2	0.954	>0.708	Valid
	L3	0.938	>0.708	Valid
Customer Satisfaction (CS)	S1	0.917	>0.708	Valid
	S2	0.931	>0.708	Valid
	S3	0.904	>0.708	Valid
	S4	0.908	>0.708	Valid
Time Efficiency (TE)	TE1	0.885	>0.708	Valid
	TE2	0.938	>0.708	Valid

Source: Processing by SmartPLS 3.2.9

Each indication of the proposed variable has an outer loading value of > 0.7, as shown in Table 4.2. However, several indicators appear to have it less than 0.7 and, as shown by the findings of the data above, which were analyzed by SmartPLS 3.2.9, all of the indicators proposed by the researcher are valid and acceptable. As a result, all indications will be used in the research and can be analyzed further.

Table 4. 3 AVE and Internal Consistency Result

Variable	AVE Result	Cronbach's Alpha	Composite Reliability
Atmosphere (A)	0.783	0.907	0.935
Aesthetic (AE)	0.762	0.844	0.906
Coffee Quality (CQ)	0.881	0.955	0.967
Escapism (E)	0.924	0.959	0.973

Employee Attitude (EA)	0.862	0.92	0.949
Fairy Price (FP)	0.887	0.872	0.94
IT Service (ITS)	0.95	0.974	0.983
Loyalty (L)	0.881	0.932	0.957
Customer Satisfaction (CS)	0.837	0.935	0.953
Time Efficiency (TE)	0.831	0.801	0.908

Source: Processing by SmartPLS 3.2.9

According to table 4.3, the AVE value is more than 0.5. This means that all of the framework's variables can explain 50% or more of the items. All variables match the criteria for convergent validity as well, hence all variables suggested by the researcher are considered valid.

2. Construct Reliability

According to table 4. 3, the construct reliability value for all variables is greater than 0.7, these findings imply that all of the variables proposed by the researchers matched the requirements for construct reliability, indicating that all variables are reliable or accepted.

3. Discriminant Validity

Table 4. 4 Heterotrait-Monotrait Ratio of Correlations (HTMT) Ratio

	A	AE	CQ	E	EA	FP	ITS	L	CS	TE
A	0.885									
AE	0.771	0.873								
CQ	0.783	0.807	0.939							
E	0.860	0.800	0.810	0.961						
EA	0.821	0.816	0.828	0.831	0.929					
FP	0.800	0.704	0.661	0.699	0.706	0.942				
ITS	0.755	0.657	0.625	0.734	0.619	0.651	0.975			
L	0.838	0.769	0.789	0.876	0.812	0.772	0.731	0.938		
CS	0.800	0.821	0.838	0.833	0.878	0.742	0.626	0.798	0.915	
TE	0.790	0.653	0.721	0.760	0.660	0.733	0.757	0.821	0.664	0.912

Source: Processing by SmartPLS 3.2.9

Based on the results that are in table 4.4 it can be concluded that the indicators have strong discriminant validity because all values are less than 1. The threshold value for the Heterotrait-Monotrait Ratio of Correlations (HTMT) is 1.00, according to Gaskin, J., Godfrey, S., & Vance, A. (2018). As a result, each variable is discriminant or accepted, and the variables are different from each other.

Inner Model Measurement

The results of the Path Coefficient and Determinant Coefficient (R^2) testing using SmartPLS 3.2.9 are shown in figure 4.7. The graphic below shows the result of SmartPLS 3.2.9's examination of the inner model.

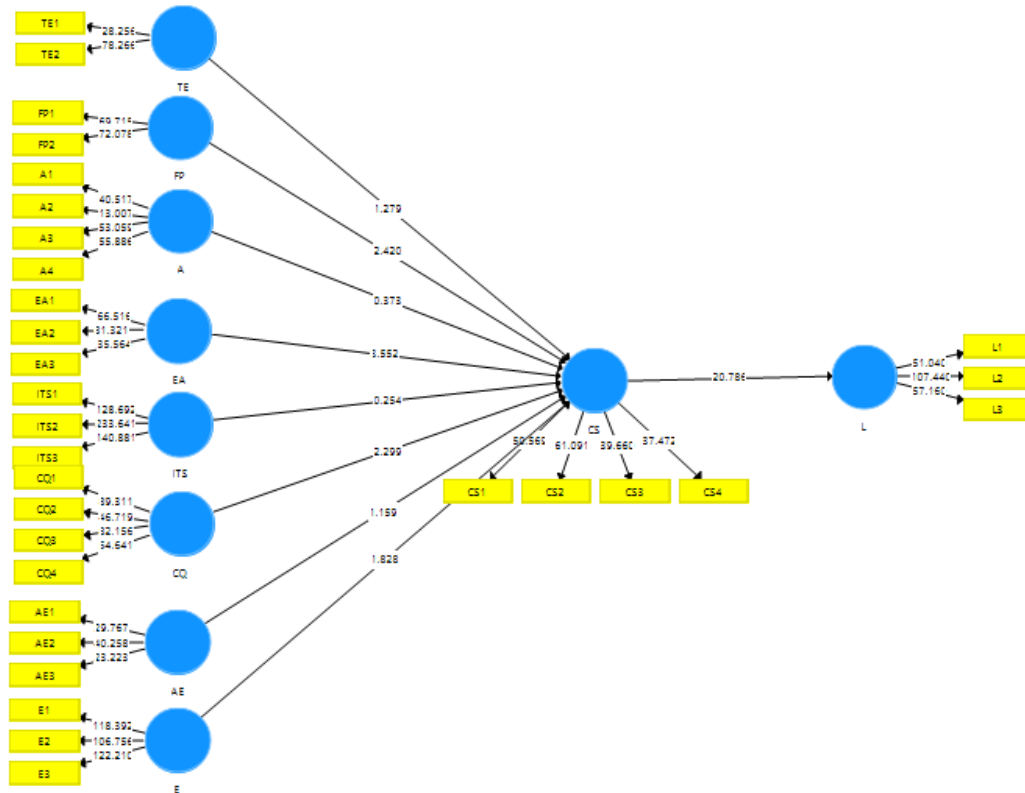


Figure 4. 7 Inner Model Measurement

1. Coefficient of Determinant (R^2)

Table 4.5 Coefficient of Determinant (R^2) Result

Variable	R Square	Result
Customer Satisfaction (CS)	0.868	Substantial
Loyalty (L)	0.634	Moderate

Source: Processing by SmartPLS 3.2.9

R^2 values of 0.75, 0.50, and 0.25, according to (Gaskin et al., 2018), are substantial, moderate, and weak, respectively. R^2 is proportional to the number of predictor constructions used; the more predictor constructs used, the greater the R^2 .

Table 4.5 shows the result of R^2 from customer satisfaction is 0.868, indicating that the variable is substantial. Customer satisfaction can be explained by 87 % by the variable that is written on the table, according to this value. Other factors not included in the current analysis helped to explain the remaining 13%.

The R² Loyalty variable value of 0.634, on the other hand, indicates moderate. This number demonstrates that Customer Satisfaction of 63% can explain Loyalty. While the variables that aren't included will help to explain the remaining 37%. As a result, Customer Satisfaction is rated as Significant, while Loyalty is rated as Moderate.

2. *Path Coefficient*

Table 4. 6 Path Coefficient Result

Effect	Original Sample	T Value	T Statistics	P Values	Result
A -> CS	-0.045	1.96	0.366	0.715	Non-Significant
AE -> CS	0.109	1.96	1.136	0.257	Non-Significant
CQ -> CS	0.246	1.96	2.321	0.021	Significant
E -> CS	0.225	1.96	1.835	0.067	Non-Significant
EA -> CS	0.364	1.96	3.819	0.000	Significant
FP -> CS	0.208	1.96	2.640	0.009	Significant
ITS -> CS	-0.015	1.96	0.265	0.791	Non-Significant
CS -> L	0.798	1.96	20.752	0.000	Significant
TE -> CS	-0.101	1.96	1.238	0.216	Non-Significant

Source: Processing by SmartPLS 3.2.9

The majority of the correlations between one variable and other factors have a substantial influence, according to table 4.6. Despite this, five hypotheses do not reach the required value, including Atmosphere to Customer Satisfaction with T-Value (0.366) and P-Value (0.715), Aesthetic to Customer Satisfaction with T-Value (1.136) and P-Value (0.275), Escapism to Customer Satisfaction with T-Value (1.835) and P-Value (0.067), IT service to Customer Satisfy (0.216). As a result, the association between these variables is deemed unacceptably weak or insignificant.

In terms of additional effects, the findings are significant and positive, and they meet the aforementioned requirements. Coffee Quality to Customer Satisfaction with T-Value (2.321) and P-Value (0.021), Employee Attitude to Customer Satisfaction with T-Value (3,819) and P-Value (0.000), Fair Price to Customer Satisfaction with T-Value (2.640) and P-Value (0.009), and Customer Satisfaction to Loyalty with T-Value (20.752) and P-Value (0.000). As a result, the association between these factors has been determined to be significant and acceptable.

Discussion

Hypothesis 1

The findings of this study corroborate hypothesis 1 is rejected, implying that time efficiency in coffee shops has no significant negative influence on customer satisfaction. According to customers, time efficiency does not have much impact on reducing loyalty to come back to Naturalis Koffie. As a result, the researchers discovered that there was no

significant association between Time Efficiency and customer contentment among survey participants, specifically during a visit to Naturalis Koffie. This shows that poll respondents do not believe Naturalis Koffie tourists would be satisfied with the Time Efficiency of the Naturalis coffee shop. As a result, the main reason Indonesians attend Naturalis Koffie is not for that reason. This study also supports the results of (Bielen & Demoulin, 2007), which found that perceived waiting time is one of the predictors of waiting time satisfaction, although the findings have no bearing on customer satisfaction. Customer satisfaction in lead time should be a major notion in the service business. Indeed, the former is a broader concept that considers more variables than the latter's concept of perceived time efficiency.

Hypothesis 2

The effect of Fairy pricing has a significant beneficial influence on customer happiness at coffee shops in order for hypothesis 2 to be accepted. According to the findings of a study done by researcher survey respondents believe that a reasonable price has a favorable impact on customer satisfaction at Naturalis Koffie. This gives the impression that the low price has a significant impact on customer satisfaction at Naturalis Koffie. This research supports the findings of (Effendy, 2019), which found that the fairy price variable has a positive and significant effect on customer satisfaction, implying that the more affordable the price, the higher the customer satisfaction and the relationship between the price variable and the customer satisfaction variable.

Hypothesis 3

The effect of the atmosphere has a negative and small effect on coffee shop customer satisfaction, hence hypothesis 3 is rejected. According to customers, the store atmosphere does not have much impact on reducing loyalty to come back to Naturalis Koffie. As a result, the researchers discovered that survey participants, particularly visitors to Naturalis Koffie, exhibited no significant relationship between the atmosphere and customer happiness. This demonstrates that survey respondents do not believe Naturalis Koffie tourists will be satisfied with the atmosphere. As a result, it was not the primary reason for survey respondents to visit Naturalis Koffie. This research agrees with that of (Putri, Kumadji, & Kusumawati, 2014), who found that the store atmosphere variable has no significant effect on consumer satisfaction. According to the findings of this study, the impact of store atmosphere on customer satisfaction is negligible. This is because client happiness cannot be sensed until a purchase decision has been made.

Hypothesis 4

Hypothesis 4 is accepted employee attitudes at coffee shops have a considerable valuable impact on consumer satisfaction. According to the findings of the study, survey respondents believe that employee attitudes have a good impact on customer satisfaction at Naturalis Koffie. This gives customers the impression that the personnel's attitude is excellent, which has a significant impact on customer satisfaction at Naturalis Koffie. This study also aligns with research conducted by (Lee, Moon, & Song, 2018), which found that employee

attitudes have a positive impact on customer satisfaction, as well as investigating the importance of employee attitudes.

Hypothesis 5

The effect of IT Service has no substantial negative influence on coffee shop customer satisfaction, hence hypothesis 5 is rejected. As a result, researchers discovered that survey participants, particularly visitors to Naturalis Koffie, exhibited no significant relationship between IT Services and customer happiness. This demonstrates that survey respondents believe Naturalis Koffie visitors will be dissatisfied with the IT services provided by Naturalis coffee shops. As a result, it is not the primary reason why Indonesians frequent Naturalis Koffie. This study is used contradicts that of (Lee et al., 2018), whose findings suggest that IT services play a role in boosting customer happiness, or that IT services have an impact on customer satisfaction. Several studies have concluded that providing free internet access is an essential factor in enlightening service quality and customer satisfaction. However, the sample taken by (Lee et al., 2018) in the United States differs from our study.

Hypothesis 6

Hypothesis 6 is accepted because coffee quality has a positive effect on coffee shop consumer satisfaction. According to the findings of the study, survey participants believe that the quality of coffee has a favorable impact on customer satisfaction at Naturalis Koffie. This gives them the impression that the quality of the coffee has a significant impact on consumer happiness at Naturalis Koffie. This study supports the findings of (Lee et al., 2018), who created that coffee quality had a substantial impact on customer satisfaction. The relevance of coffee quality in explaining customer satisfaction, as well as enhancing coffee quality by researching coffee or acquiring new coffee types, received support.

Hypothesis 7

The influence of Aesthetics has a positive non-significant effect on customer satisfaction in coffee shops, hence hypothesis 7 is rejected. As a result, the researchers discovered that the survey participants, particularly visitors to Naturalis Koffie, exhibited no significant relationship between aesthetics and customer happiness. This indicates that the survey participants do not believe Naturalis Koffie visitors would be satisfied with the Naturalis coffee shop's aesthetics. However, that is not the primary reason why Indonesians come to Naturalis Koffie. This study is inversely comparable to that of (Soepriyanto et al., 2021), which found a favorable and substantial association between aesthetic facilities and customer impressions. Based on the outcomes of the main poll of respondents who chose to drink at a place that aims to gather with friends, this can be understood as customers in coffee shops finding coffee shops that have a warm and pleasant vibe. That the survey was carried out by (Soepriyanto et al., 2021).

Hypothesis 8

The effect Escapism has a positive non-significant effect on customer satisfaction in coffee shops, hence hypothesis 8 is rejected. As a result, the researcher discovered that the

respondents to the survey, particularly visits to Naturalis Koffie, indicated that there was no substantial relationship between escapism and customer happiness. This indicates that the study participants do not believe Naturalis Koffie visitors will be content with the escapism offered by Naturalis coffee shops. However, that is not the primary reason why Indonesians come to Naturalis Koffie. This study contradicts that of (Sharma & Rather, 2015), who found that escapism has a substantial or positive association between the four elements of experience and customer happiness. That the study (Sharma et al., 2015) focuses on extravagant hotels and utilizes Malaysia as a case study.

Hypothesis 9

The influence customer satisfaction has a positive significant effect on loyalty in coffee shops. According to the findings of a study conducted by the researcher, survey participants believe that customer satisfaction has a good impact on loyalty at Naturalis Koffie. This gives customers the impression that customer pleasure is very important at Naturalis Koffie and has a significant impact on loyalty. This study supports the findings of (Lee et al., 2018), who found that the relationship between customer satisfaction and customer loyalty has a substantial impact. Customer satisfaction can be improved as a result of these efforts, which can help to maintain or acquire loyal consumers.

Conclusion

This research reveals that nine hypotheses must be tested, with the results revealing that five hypotheses do not influence while the other four hypotheses are significant. Time Efficiency, Fair Price, Atmosphere, Employee Attitude, IT Service, Coffee Quality, Aesthetics, Escapism, Customer Satisfaction, and Loyalty are some of the characteristics used in this study. The findings of this study show that in coffee shops, coffee quality, fair pricing, and employee attitude toward customer satisfaction can have a large or acceptable impact. In Coffee Shops, Customer Satisfaction can have a substantial or tolerable effect on loyalty. Meanwhile, Atmosphere, Aesthetics, Escapism, IT Service, Customer Satisfaction Time Efficiency are rejected or not accepted.

Customers of Naturalis Koffie are quite satisfied with the quality of coffee, prices, and employee attitudes offered by Naturalis Koffie, according to this research. Customers believe that customer satisfaction will have a significant impact on their commitment to Naturalis Koffie. As a result, clients are dissatisfied with Naturalis Koffie's atmosphere, aesthetics, escapism, IT service, and time efficiency.

The findings of this study can be used to expand Naturalis Koffie's customer base. Regardless of the results of the study, we now know that the number of coffee experts is increasing. First, the fair price has a significant effect on customer satisfaction in this study. Therefore, the researcher recommends that prices remain stable and not too expensive so that Naturalis Koffie visitors feel at home and want to come back again. Second, employee attitudes have a significant influence on customer satisfaction in this study. Therefore, experts suggest that employees continue to improve their service or attitude (Employee Attitude) so that Naturalis Koffie visitors feel at home and want to come back again. Third, coffee quality has a significant effect on customer satisfaction in this study. Therefore, experts suggest that the

coffee quality is maintained so that Naturalis Koffie visitors feel at home and want to come back again. Fourth, customer satisfaction has a significant influence on customer satisfaction in this study. Therefore, experts suggest that they can provide better service and quality coffee from now on so that Naturalis Koffie visitors feel at home and want to come back again. As a result, the owner of the Koffie Naturalis should be directed to thoroughly research the findings.

The researchers will provide recommendations for undertaking future research with additional points that will advance this study, in the hopes of obtaining better results and new findings. The following are some of the areas where more research is needed, this study focuses on all survey participants; however, the researcher proposes taking a more focused or smaller sample for future research (who came to Naturalis Koffie). This study includes Affordability and product variations; nevertheless, the researcher advises that for future research, a more specific Affordability and product variations.

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