Price and Service Quality as Determinants of Customer Loyalty: Evidence from Warung Kopi Alkautsar

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Abstract

Customer loyalty reflects a customer's commitment to repurchase products or services. This study analyzes the influence of price and service quality on customer loyalty at Alkautsar Grong-Grong Coffee Shop. Using a quantitative approach, data were collected through questionnaires from 80 respondents determined by the Slovin formula (5% error margin) from a population of 100 customers. Data analysis involved classical assumption tests, multiple linear regression, and hypothesis testing using t-test, F-test, and the coefficient of determination (R^2). The results show that price significantly affects customer loyalty with t-value $4.802 >$ t-table 1.99125 and sig. $0.000 < 0.05$. Service quality also significantly affects loyalty with t-value $5.510 >$ t-table 1.99125 and sig. $0.000 < 0.05$. Simultaneously, price and service quality influence loyalty with F-value $20.862 >$ F-table 3.12 and sig. $0.000 < 0.05$. The R^2 value of 0.334 (33.4%) indicates that customer loyalty is explained by price and service quality, while 66.6% is influenced by other factors. Thus, competitive pricing and superior service quality enhance customer loyalty.

How to Cite

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INTRODUCTION

The coffee industry in Indonesia, particularly in Aceh, has experienced significant growth in recent years. This development is driven by the increasing popularity of the *coffee-drinking culture* among the community, which has transformed coffee shops from simple places to enjoy a beverage into social interaction hubs, workspaces, and gathering spots for various groups, ranging from students to professionals (Asrul, 2022). This phenomenon has fueled the rapid growth of coffee shops in Aceh, accompanied by increasingly intense competition among business owners. Coffee shop owners strive to create unique and distinctive concepts as strategies to attract and retain customers. In this context, understanding the factors that influence customer loyalty is crucial for business sustainability, as customer loyalty is regarded as the ultimate goal of business operations (Febrianto & Arini, 2022).

Preliminary observations and interviews with the owner of Warung Kopi Al-kautsar revealed a significant shift in customer numbers. Initially, the coffee shop experienced rapid growth, with a steady increase in daily visitors. However, over time, the number of customers declined, leading to a noticeable decrease in revenue. This situation highlights a key problem: despite the initial success, the coffee shop has struggled to maintain customer loyalty. Such a decline suggests the need to evaluate the factors influencing loyalty in the highly competitive coffee industry of Aceh. Previous research identifies various factors that may affect customer loyalty, including product quality, brand image, customer satisfaction, price, and service quality (Abigail et al., 2024; Tahir et al., 2024; Minarti et al., 2014; Erawati, 2020).

Customer loyalty is one of the key aspects that must be considered by coffee shop owners. According to Kotler and Keller (2016:153), loyalty is a deeply held commitment to repurchase or repatronize a preferred product or service consistently in the future,

despite situational influences and marketing efforts that might cause switching behavior. Loyal customers continuously use products or services from the same company; such loyalty not only serves as a strong foundation for the business but also reflects its potential for future growth. To create loyal customers, it is essential to determine appropriate pricing, which has long been a classic challenge in the business world. Consumers constantly compare prices with competitors, and they tend to prefer purchasing any product at a price that aligns with their expectations or is perceived as affordable (Nurwulandari & Maharani, 2021:467). More specifically, price and service quality are often cited as critical determinants influencing repeat purchases (Cindy Natarina et al., 2023).

Price remains a classic point of consideration for customers, who tend to compare prices with competitors and opt for what they perceive as the most reasonable or affordable option (Nurwulandari & Maharani, 2021). Meanwhile, service quality plays a strategic role in fostering long-term customer satisfaction. Consistently delivering high-quality service not only encourages repeat patronage but also helps build lasting loyalty (Anggarawati, 2021). This is supported by Mujito et al. (2023), who emphasize that customer loyalty is a primary driver of sustainable growth, profitability, and competitive advantage. Furthermore, Tulloch et al. (2020) found that price affordability, when matched with the quality of products or services, can significantly strengthen loyalty. Similarly, Hariono & Marlina (2021), Ridho et al. (2023), and Putri et al. (2023) confirm that advantageous pricing and high service quality enhance customer satisfaction, which in turn increases loyalty.

Given these considerations, the present study focuses on analyzing the influence of price and service quality on customer loyalty at Warung Kopi Alkautsar in Aceh. The research seeks to address three main objectives: (1) to examine the effect of price on customer loyalty, (2) to examine the effect of service quality on customer loyalty, and (3) to analy-

ze the simultaneous effect of price and service quality on customer loyalty. The novelty of this research lies in its focus on Aceh's coffee industry, which is deeply embedded in local culture and marked by intense competition, offering context-specific insights into how price and service quality interact to influence loyalty.

This study makes several contributions. Theoretically, it enriches marketing and consumer behavior literature by incorporating cultural context into the analysis of price and service quality effects on loyalty. Practically, it offers actionable recommendations for coffee shop owners and managers in Aceh to optimize pricing strategies and service quality in order to strengthen customer retention. From a policy perspective, it provides evidence-based insights to support local business development programs aimed at ensuring the sustainability of the coffee industry in the region.

METHODS

This study employed a quantitative approach with a descriptive design, aiming to describe the extent to which price and service quality influence customer loyalty. The population of this research consisted of all customers who had made purchases and used the services at Warung Kopi Alkautsar. The target population included customers who made purchases within a two-week period in September 2024, with a daily customer volume ranging from 50 to 100 people. Based on this, the total population was determined to be 100 individuals. The sampling technique used was incidental sampling. The sample size was determined using Slovin's formula, resulting in 80 respondents. The criteria for respondents were customers who had made purchases at Warung Kopi Alkautsar at least three times. Data were collected through a questionnaire, which was distributed both directly and indirectly to the respondents. The research instrument used in this study was a questionnaire designed to measure three main variables: Price, Service Quality, and Customer Loyalty. Each variable consisted of several question items or

indicators. Price (X1): measured using indicators such as price affordability, price suitability with quality, price competitiveness, and price conformity with benefits (Kotler & Amstrong, 2018:309). Service Quality (X2): measured using indicators of reliability, responsiveness, assurance, empathy, and tangibles (Tjiptono & Chandra, 2016:137). Customer Loyalty (Y): measured through indicators such as making repeat purchases, recommending to others, having no intention to switch, talking about positive things (Dharma, 2017:353).

Prior to distribution, the instrument was tested for validity and reliability to ensure its appropriateness for the study. Data analysis included classical assumption tests consisting of normality, multicollinearity, and heteroskedasticity tests. Multiple linear regression analysis was used to examine the effect of the independent variables on the dependent variable. Hypothesis testing was conducted using the t-test (partial), F-test (simultaneous), and the coefficient of determination (R^2).

RESULTS AND DISCUSSION

Based on the results of the Kolmogorov-Smirnov normality test analysis that has been conducted, the findings are presented in Table 1.

The results of the normality test obtained a significance value of $0.200 > 0.05$. Therefore, it can be concluded that the Kolmogorov-Smirnov normality test for the variables of price and service quality on customer loyalty is normally distributed. To determine the presence or absence of multicollinearity symptoms, the Variance Inflation Factor (VIF) is examined. If the VIF value is > 10, multicollinearity occurs, whereas if the VIF value is < 10, no multicollinearity occurs.

The multiple linear regression analysis technique aims to determine the effect of the independent variables, price and service quality, on the dependent variable, loyalty. The results of the multiple linear regression equation, which show the influence between the independent and dependent variables, are presented in Table 2.

Table 1. Results of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.79190521
Most Extreme Differences	Absolute	.054
	Positive	.052
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed Primary Data, 2024

Based on the results of the regression analysis, the constant value of 8.259 indicates that if the variables price (X1) and service quality (X2) remain unchanged. Price has an effect on customer loyalty, which means that each unit increase in the price variable will affect customer loyalty at Alkautsar Coffee Shop. Thus, it can be concluded that each increase in price will influence customer loyalty by 0.299. Furthermore, the service quality variable also affects customer loyalty, which means that each unit increase in service quality will affect customer loyalty at Alkautsar Coffee Shop. Therefore, it can be concluded that each increase in service quality will influence customer loyalty by 0.413.

Based on the t-test, the price variable (X1) has a significant partial effect on customer loyalty, with a t-value of 4.802, which is greater than the t-table value of 1.991, and a significance level of 0.000 < 0.05.

Based on the t-test, the service quality variable (X2) has a significant partial effect on customer loyalty, with a t-value of 5.510, which is greater than the t-table value of 1.991, and a significance level of 0.000 < 0.05. A simultaneous test was conducted to determine whether the independent variables collectively have an effect on the dependent variable. The results of the analysis are presented in Table 5.

Table 2. Regression Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.259	5.296		1.559	.123
Price	.299	.103	.299	3.900	.005
Service Quality	.413	.108	.393	3.818	.000

Source: Processed Primary Data, 2024

Tabel 3. Partial Test Results for the Price Variable (t-Test)

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.296	4.981		3.673	.000
Price	.478	.100	.478	4.802	.000
a. Dependent Variable: Customer Loyalty					

Source: Processed Primary Data, 2024

Table 4. Partial Test Results for the Service Quality Variable (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.642	4.644		3.584	.001
	Service Quality	.555	.101	.529	5.510	.000

Source: Processed Primary Data, 2024

Table 5. Partial Test Results for the Service Quality Variable (t-Test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	333.103	2	166.552	20.826	.000[b]
	Residual	615.784	77	7.997		
	Total	984.887	79			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Service Quality, Price

Source: Processed Primary Data, 2024

Based on the F-test results, the calculated F-value is 20.826, which is greater than the F-table value of 3.12, with a significance level of 0.000 < 0.05. This indicates that the price (X1) and service quality (X2) variables simultaneously have a significant effect on customer loyalty (Y).

The Effect of Price on Customer Loyalty at Alkautsar Coffee Shop

The findings indicate the effect of price (X1) on customer loyalty (Y), so a hypothesis test was conducted. Based on the results of the hypothesis test, the calculated t-value for price (X1) is 4.802, which is greater than the t-table value of 1.99125, and the significance value is 0.000 < 0.05. Based on these results, since t-calculated > t-table and the significance value < 0.05, Ho is rejected and Ha1 is accepted, meaning that price has a significant effect on customer loyalty at Alkautsar Coffee Shop.

It can be concluded that price affects customer loyalty at Alkautsar Coffee Shop. This is because customers consider the price offered—if customers perceive the price as higher than the quality or benefits received, they may not repurchase the product. Con-versely, if the price is perceived as appropriate relative to the quality and benefits of the product, customers are more likely to repurchase. The better the price offered, the greater the potential to increase customer loyalty. This finding aligns with previous research by Putri et al. (2021) in their journal titled "The Effect of Service Quality, Location, Price, and Digital Marketing on Customer Loyalty at Grand Wahid Hotel Salatiga". Their results indicated that price significantly affects customer loyalty because it is a key factor influencing repeat purchases, which fosters loyalty. This is also reflected in the partial test results, with a t-value of 2.312, a significance of 0.000 < 0.05, and a regression coefficient of 0.416. If the offered price is appropriate—considering affordability, competitiveness, alignment with product quality, and the benefits received—it can enhance customer loyalty in making repeated purchases.

The Effect of Service Quality on Customer Loyalty at Alkautsar Coffee Shop

The findings indicate the effect of service quality (X2) on customer loyalty (Y), so a hypothesis test was conducted. Based on the

results, the calculated t-value for service quality (X2) is 5.510, which is greater than the t-table value of 1.99125, and the significance value is 0.000 < 0.05. Since t-calculated > t-table and significance < 0.05, Ho is rejected and Ha2 is accepted, meaning that service quality has a significant effect on customer loyalty at Alkautsar Coffee Shop.

It can be concluded that service quality influences customer loyalty at Alkautsar Coffee Shop. This means that the better the service quality, the higher the customer loyalty, and vice versa. Service quality has a more dominant effect on customer loyalty than price because customers are not only influenced by affordability but also by the need for good service to create a satisfying experience. Good service quality involves a combination of service consistency, employee expertise, friendly communication, and a comfortable environment. Prioritizing reliability, responsiveness, empathy, and service assurance can provide a satisfying experience, thereby encouraging customer loyalty. This finding is supported by research by Sunita et al. (2021) in their journal titled "The Effect of Service Quality, Price, Location, and Product Quality on Customer Loyalty at CV Harapan Jaya Pekanbaru", which found a significant effect of service quality on customer loyalty. This is also reflected in the partial test results, where t-calculated = 1.995, t-table = 1.665, and the significance level is 0.049 < 0.05.

The Effect of Price and Service Quality on Customer Loyalty at Alkautsar Coffee Shop

The findings indicate the effect of price (X1) and service quality (X2) on customer loyalty (Y), so a hypothesis test (F-test) was conducted. The results show that F-calculated = 19.602, while the F-table value is F(2; 80-3) = F(2; 77) = 3.12. Since F-calculated > F-table (19.602 > 3.12) and the significance value is 0.000 < 0.05, Ho is rejected and Ha3 is accepted. This indicates that price (X1) and service quality (X2) simultaneously have a significant effect on customer loyalty (Y).

It can be concluded that price and servi-ce quality together influence customer loyalty at Alkautsar Coffee Shop. This is supported by the study by Siantry et al. (2020) in the journal titled "The Effect of Product Quality, Price, and Service Quality on Customer Loyalty at Karoseri PT. Adhikarisma Pratama". Their research shows that to increase customer loyalty, PT. Adhikarisma Pratama must pay attention to both service quality and price. Good service quality combined with prices that match the benefits received can lead to an increase in customer loyalty.

The results of the regression analysis indicate that both price and service quality significantly influence customer loyalty at Warung Kopi Alkautsar. However, the magnitude of influence shows that service quality exerts a stronger effect on customer loyalty compared to price. This finding suggests that while competitive pricing attracts customers initially, it is the perceived quality of service that sustains their loyalty over time. The greater influence of service quality can be explained through the lens of Parasuraman, Zeithaml, and Berry's SERVQUAL theory (1988), which posits that customer satisfaction and loyalty are largely determined by the gap between customer expectations and perceived service performance. When customers experience responsive, reliable, and empathetic service, they form positive emotional bonds with the establishment, leading to repeat patronage and favorable word-of-mouth. In contrast, price tends to have a more transactional nature affecting short-term decisions but less effective in fostering long-term loyalty once a baseline of affordability is met.

From a behavioral economics perspective, the result aligns with Oliver's (1999) loyalty model, which emphasizes the transition from cognitive to affective and finally to conative loyalty. Service quality contributes not only to satisfaction but also to emotional attachment, which solidifies customer commitment beyond rational price considerations. Similar findings were reported by Caruana (2002) and Yuen & Chan (2010), who found that service quality has an indirect but strong-

er impact on loyalty through satisfaction compared to price fairness. The R² value of 33.4% indicates that the independent variables price and service qualityexplain about one-third of the variation in customer loyalty. This suggests that while these two factors are important determinants, 66.6% of the variation remains unexplained, implying the potential influence of other variables such as customer satisfaction, trust, brand image, or emotional experience. Future research could incorporate these dimensions to provide a more comprehensive understanding of the drivers of customer loyalty in coffee shop settings. Economically, these findings highlight that improving service quality through staff training, personalized interaction, and consistency in service delivery may yield greater returns in customer retention than merely adjusting prices. Price strategies should therefore complement, rather than substitute, service quality enhancement efforts.

CONCLUSION

The study concludes that both price and service quality significantly influence customer loyalty at Alkautsar Coffee Shop. Price (X1) positively affects loyalty, with higher perceived value enhancing repeat purchases, while service quality (X2) has an even stronger impact, as attentive, reliable, and friendly service fosters a satisfying customer experience. Simultaneously, price and service quality together significantly improve loyalty, highlighting the importance of balancing affordability and service excellence. It is recommended that the coffee shop maintain competitive pricing, enhance service quality through employee responsiveness and customer-focused practices, and consider additional staffing or dedicated cashier support to ensure efficient service and sustained customer loyalty.

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