



## THE INFLUENCE OF UTILITARIAN VALUE AND HEDONICAL VALUES ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

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### Abstract

This study aims to determine the direct indirect influence of utilitarian value, hedonic value and customer satisfaction as an intervening variable on customer loyalty. The population of this research is customer of D'Bill Coffee & Resto. The number of sample is 107 respondents with purpose sampling technique through likert scale questionnaire. Data analysis using descriptive percentage and path analysis. The results show that utilitarian value affect customer loyalty, hedonic value affect customer loyalty and customer satisfaction influence customer loyalty and mediate the influence of utilitarian value and hedonic value on customer loyalty.

## INTRODUCTION

The development of an increasingly modern era has caused consumer behavior to change in terms of meeting the needs or desires of consumers. A person's decision to behave is based on attitude (attitude toward behavior) and subjective norms (Murwatiningsih & Yulianto, 2017). To be able to win the hearts of consumers, producers must know and understand consumer behavior (Schifman & Kanuk, 2004). It is also important for companies engaged in services. The service industry is currently considered to be developing so that the level of competition in it is getting higher.

Indonesia with its dense population is expected to be able to compete in the community because it has the biggest economic potential in ASEAN (Sakitri., et al 2017). So every company must have a competitive advantage to survive and win business competition (Sari, 2015).

Many similar companies will always strive

for the same market, this makes companies compete to maintain and win market competition and expand its existence. Company performance becomes a benchmark of satisfaction, so that a company must be customer-minded in order to win market competition (Astuti, 2012).

Companies will experience difficulties in the long term without loyal customers. Having loyal customers is the ultimate goal of the company because customers can ensure the company's long-term sustainability (Tanisah & Maftukhah, 2015). Customer loyalty is customer loyalty to the products and services provided by the company (Familiar & Maftukhah, 2015).

Setianto and Wartini (2017) stated that customer loyalty is not formed in a short time but through the learning process and based on the results of the experience of the customer himself when consuming. The company must understand correctly what the customer wants and needs to be able to create customer loyalty. Loyalty will grow along with an increase in customer satisfac-

tion and maintain the level of satisfaction of each customer in a long time, so that the company gives additional value to the product or service offered (Adi, 2013).

Subagio (2011) statement that utilitarian values arise because of needs. Customer loyalty will be formed along with high customer needs. The utilitarian value provides cost savings to customers so that it becomes a significant factor for repurchasing, where customers will look for the cheapest prices with the same quality products and services as the customer's consideration in repurchasing (Andini, 2017).

The results of previous studies examined the relationship of utilitarian values with customer loyalty. Evident from the results of research conducted by Swari and Giantari (2017) which states that utilitarian value has a positive and significant effect on consumer loyalty. Unlike the research of Purwanto et al. (2015) which states that utilitarian value does not have a positive and significant influence on customer loyalty.

In increasing customer loyalty, there are other things that need to be considered by businesses, namely hedonic values. state that the value of hedonic shopping will create feelings of pleasure, joy, and satisfaction. Satisfaction and excitement can lead to a pleasant shopping experience that tends to be repeated by customers in the future.

From the results of previous studies has found a relationship between hedonic values with customer loyalty such as research conducted by Santoso (2015) which states that hedonic values have a positive and significant effect on consumer loyalty. Not supported by the results of Hu and Chuang's (2011) study which states that hedonic values have no significant effect on loyalty.

The success of a company can be achieved if the company is able to provide customer satisfaction effectively and efficiently (Ohy, 2010). By understanding the needs, desires, and requests of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Fatona, 2010).

Customer satisfaction will be achieved if after the customer uses a product or service, what the customer wants and needs can be fulfilled even beyond his expectations (Permana, 2013). Satisfied customers will potentially be loyal to the same product, store, and/or service provider. Customers will decide to buy products from the company, then the company wants customers who are loyal to their products with the aim of maintaining their customer satisfaction, because

if a customer's satisfaction is fulfilled then it can be expected that the customer will become loyal to his company (Sujadi & Wahyono, 2015).

Past research on the relationship of customer satisfaction with customer loyalty conducted by Hussain and Rizwan (2014) showed that customer satisfaction has a positive and significant impact on customer loyalty. But different from the results of research conducted by Thalib (2015) which states that customer satisfaction does not have a significant effect on customer loyalty.

Satisfaction is consumer behavior which is certainly influenced by various factors. One possible factor can affect customer satisfaction, namely value. Utilitarian value is a hidden function in a product or service that can provide satisfaction to customers (Babin et al., 1994). Utilitarian value is a tool or media to achieve customer satisfaction. In this case, the customer must be seen as a factor that always takes into account everything that concerns the product or service they will buy (Kartika, 2012).

Several previous studies have been conducted to determine the relationship of utilitarian values to customer satisfaction. Research conducted by Hanzae and Rezaeyeh (2013) states that utilitarian values have a significant effect on customer satisfaction. Supported by the research of Basaran and Buyukyilmaz (2015) which states that utilitarian values have a positive and significant effect on consumer satisfaction. However, according to research conducted by Purwanto et al. (2015) states that utilitarian value does not have a significant effect on customer satisfaction.

Customer satisfaction is not only influenced by the utilitarian value of the product or service consumed, but also from hedonic values. The hedonic value has been realized as a purchase motivation from within the customer because the customer likes it. This happens because when a customer consumes a product or service, the customer's emotional needs can be met (Kim, 2006). Muhammad et al. (2013) stated that hedonic benefits are benefits that provide experience, emotions, and feelings. Customers will be satisfied if their shopping activities provide a memorable experience.

The results of the research by Nejati and Moghaddam (2013) showed that hedonic values have a positive and significant effect on customer satisfaction. Their research supported by the research of Basaran and Buyukyilmaz (2015) which states that hedonic values have a positive and significant effect on customer satisfaction. However, this research is not in line with research

conducted by Setiyanto et al (2016) which states that hedonic value does not significantly influence customer satisfaction.

One service industry that currently in great demand by business people is the culinary business. To be able to meet consumer demand in the culinary field, entrepreneurs compete to establish a place to eat that can attract the attention of consumers. Dining places that provide a comfortable place to relax are targeted by consumers to be a gathering place or to have a meeting while enjoying food and drinks (Swari & Giantari, 2017).

There are various choices of places to eat in Kudus that are interesting to visit, one of which is D'Bill Coffee & Resto. This restaurant has a comfortable and cool place to just hang out with friends, friends or family. D'Bill Coffee & Resto has a variety of menu variants, this restaurant is more favored by Indonesian specialties and local coffee as its main menu. D'Bill Coffee & Resto also provides drinks and other foods that are also worth trying by customers. Customers are not only satisfied by the products they consume as basic needs, but they also get emotional from the beginning they set foot at D'Bill Coffee & Resto until they go home.

Following is the sales data of D'Bill Coffee & Resto in April 2017 - March 2018:

**Table 1.** Sales Data of D'Bill Coffee & Resto April 2017 - March 2018

Month / Year	Sales Data (Rp)	Fluctuations (Rp)	%
April	59.278.200	-	-
May	45.062.700	(14.215.500)	-24%
June	54.769.000	9.706.300	22%
July	40.091.100	(14.677.900)	-27%
August	47.261.900	7.170.800	18%
September	41.231.500	(6.030.400)	-13%
October	41.748.700	517.200	1%
November	40.615.900	(1.132.800)	-3%
December	62.003.400	21.387.500	53%
January	57.822.200	(4.181.200)	-7%
February	39.957.200	(17.865.000)	-31%
March	44.952.600	4.995.400	15%

Based on Table 1 above, D'Bill Coffee & Resto experienced a fluctuating decline in sales during April 2017 - March 2018. It can be indicated that the customer loyalty of D'Bill Coffee & Resto is still low. D'Bill Coffee & Resto is considered not able to make customers sure of the prod-

ucts and services offered so that many customers lose. This makes the purchase rate of customers tend to be low and easy to move to competitors who offer better products and services than D'Bill Coffee & Resto. This problem has resulted in a decrease in sales of D'Bill Coffee & Resto, the decline in sales proves that customer loyalty really needs to be maintained in order to increase company profits. Based on preliminary observations, managers say that D'Bill Coffee & Resto has increased utilitarian values and hedonic values in order to increase customer satisfaction and loyalty, but in reality, there are fluctuating sales.

Based on the existing phenomena and supported by previous research, the purpose of this study is to determine the direct and indirect effects of utilitarian values, hedonic values, and customer satisfaction as variables intervening on customer loyalty.

### HYPOTHESIS DEVELOPMENT

One effort to increase customer loyalty is to fulfill utilitarian value appropriately. The utilitarian value provided by the company to customers is a reflection or measure of the value of the employer's own work. The utilitarian value is based on the optimal benefits perceived by the customer, the more benefits are obtained, the more loyal customers will be (Sukamdani & Purwanto, 2016). Cognitive evaluation of a customer's utilitarian level of motivation is to get quality products and services from the company as well as efficient use of time and energy so that they can make customers loyal to the company (Subagio, 2011).

The research conducted by Swari and Giantari (2017) shows that utilitarian value has a positive and significant effect on consumer loyalty. H1: Utilitarian value has a positive and significant effect on customer loyalty.

Hedonic values will encourage customers to come to a restaurant because of their curiosity to try and want to get new and different experiences. This will be evaluated by the customer further so that it will cause pleasure and passion from the customer. Customers who have high hedonic values have a tendency to get greater pleasure and passion than customers who have low hedonic values. The higher the hedonic value of the customer shows higher customer loyalty to the restaurant (Adellaine et al., 2016).

The results of this study support the previous research conducted by Santoso (2015) which states that hedonic values have a positive

and significant effect on consumer loyalty.  
 H2: Hedonic value has a positive and significant effect on customer loyalty.

Lupiyoadi (2013) states that the achievement of a high level of customer satisfaction will increase customer loyalty and prevent turnover which will ultimately generate greater profit. Customer dissatisfaction with the company's products or services will cause customers to move or not to repurchase the same company but customers will move to the competitor's company. Conversely, customers who satisfied with the company will repurchase in the future (Farida, 2014).

The results of this study support the previous research conducted by Hussain and Rizwan (2014) which states that customer satisfaction has a positive and significant influence on customer loyalty.  
 H3: Customer satisfaction has a positive and significant effect on customer loyalty.

Utilitarian value is a form of attitude from customers where they shop by purchasing goods or services that they have determined according to their needs. By improving services and providing supporting facilities will make customers feel that the products and services they receive are in accordance with their needs. Customers will feel satisfied if they have got a product or service that suits their needs in an efficient way, so this will make customers not easily move to another place (Sari, 2014).

Based on the results of Sari's research (2014) which states that utilitarian values influence consumer loyalty through consumer satisfaction.  
 H4: Utilitarian value has a positive and significant effect on customer loyalty through customer satisfaction.

Kotler and Keller (2009) say that high satisfaction or pleasure will create an emotional bond of hedonic value with a brand or company so that it is not just a rational over-preference of the company product or service. This means that shopping activities are a fun activity, shopping activities are a desire, not a necessity, when shopping can reduce stress, provide a significant influence on loyalty (Sukardi, 2015).

This research is in line with research conducted by Mehmood and Hanaysha (2015) which shows that customer satisfaction mediates the relationship between hedonic value and brand loyalty. and the impact on customer loyalty.  
 H5: Hedonic value has a positive and significant effect on customer loyalty through customer satisfaction.

nificant effect on customer loyalty through customer satisfaction.

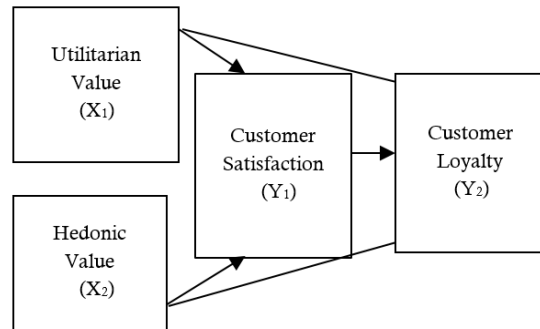


Figure 1. Research Model

**METHOD**

The population of this study is the number of unknown customers of D'Bill Coffee & Resto. Data collection method uses a questionnaire. The sampling technique uses nonprobability sampling purposive sampling method. The number of samples was 107 customer respondents of D'Bill Coffee & Resto with criteria that made purchases more than once and aged 17-55 years. Data analysis uses descriptive percentage analysis, classical assumption test, hypothesis test with t statistical test and path analysis test. The data collected will be analyzed using the application of IBM SPSS Statistics 23.

In this study using three research variables are the dependent variable, independent variables and intervening variable. The dependent variable in this study is customer loyalty. The indicators used in this study refer to the opinions of Lee and Green (2011) and Griffin (2015) that are not price sensitive, make repeat purchases regularly and show immunity to competitiveness.

The independent variables in this study are utilitarian values and hedonic values. Indicators of utilitarian value used in this study refer to Kim (2006), namely efficiency and achievement. While the hedonic value indicators used in this study refer to the opinions of Arnold and Reynolds (2003), namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping.

Intervening variables are variables whose function influences the direct relationship between independent variables and dependent variables. The intervening variable in this study is customer satisfaction. The indicator of customer satisfaction used in this study refers to the opinions of Tjiptono and Diana (2015) and Anderson

et al. (1994) namely confirmation of expectations, willingness to recommend, and perceived quality.

**RESULTS AND DISCUSSION**

**Validity test**

Validity test in this study involved 30 respondents with assessment criteria for validity testing if sig. calculate is greater than  $\alpha$  (0.05) then the statement is valid and if sig. calculate is smaller than  $\alpha$  (0.05) then the statement is invalid. Based on the validity test in this study, the SPSS 23 software was processed.

Based on the validity test of the utilitarian value variable it is known that there are 6 items that are all valid questions. The result of the validity of the hedonic value variable is known to have 18 items of question items. 17 of the 18 question items are declared valid. The results validity test of the variable customer satisfaction is known that there are 9 items of questions that are all valid. Validity test of customer loyalty variables is known to have 12 items of question items, all question items are declared valid.

**Reliability Test**

Data processing was done using SPSS version 23. Reliability testing can be done by using the static cronbach alpha static test. A variable is said to be reliable if it gives a cronbach alpha value  $\geq 0.70$  (Ghozali, 2016).

The results of the test of the reliability of all statement instruments were declared reliable because of Cronbach alpha bach 0.70.

**Classic Assumption Test**

**Normality Test**

The normality test aims to test whether in the regression model, the variable has a normal distribution. Normality test is done by looking at the pattern on the spread curve using IBM SPSS 23 with the results of utilitarian value variables, hedonic values, and customer satisfaction with customer loyalty has a plot that spreads around the diagonal line, meaning that the data is normally distributed. In addition to the normal graph P-Plot, the normality test can be seen through Kolmogorov-Smirnov (K-S) non parametic statistical test which shows the data is normally distributed because it obtained the Asymp value. Sig. (2-tailed) $> 0.05$ .

**Multicollinearity Test**

Multicollinearity test aims to test whether the regression model found correlation between independent variables. A good regression

model is shown by the absence of correlation between independent variables.

The results of the calculation of the Tolerance value in this study indicate that each independent variable has a Tolerance value  $> 0.10$ , as well as the value of Variance Inflation Factor (VIF)  $< 10$ . So it can be concluded that there is no multicollinearity between independent variables in the regression model.

**Heteroscedasticity Test**

Heteroscedasticity test aims to test whether the regression model occurs variance inequality from residual one observation to another observation. To test heteroscedasticity can be done by observing scatterplot graphs with patterns of dots that spread above and below the axis of the axis. The results of processing with IBM SPSS 23 showed that the point spreads randomly, both above and below the number 0 Y axis. So it can be said that the data does not occur heteroscedasticity. To further strengthen that regression does not occur heteroscedasticity can be done by the Glejser test. The results show that none of the statistically significant independent variables affect the independent variables or the probability of Sig.  $> 0.05$ , so that it can be concluded that heteroscedasticity does not occur.

**Hypothesis Test (t-test)**

Partial significance test t basically shows how far the influence of an explanatory/independent variable individually in explaining the dependent variable. Direct influence relationships occur when one variable influences another variable without a third variable being an intervening variable. In decision making the direct influence hypothesis is by comparing the significant values calculated with significant alpha values. If the value is sig. calculate  $<$  significant alpha value (5%) then the direct influence hypothesis is accepted. Based on the results of the Partial Test (t-test) using SPSS version 23.

**Table 2.** Hypothesis Test Results

Hypothesis	Sig.	Requirement	Result
H <sub>1</sub>	0,008	$< 0.05$	Accepted
H <sub>2</sub>	0,040	$< 0.05$	Accepted
H <sub>3</sub>	0,000	$< 0.05$	Accepted

Based on Table 2 shows that utilitarian value has a significant effect on customer loyalty with a significance level of  $< 0.05$ . So that hypot-

thesis 1 which states utilitarian value has a positive and significant effect on customer loyalty is accepted.

The results of this study support the previous research conducted by Swari and Giantari (2017) that utilitarian values have a positive and significant effect on consumer loyalty. This is in line with research conducted by Santoso (2015) which states that utilitarian value has a positive and significant effect on consumer loyalty. The increasing utilitarian value along with the fulfillment of customer needs, the higher the utilitarian value obtained will encourage customers to be loyal to the company. D'Bill Coffee & Resto is able to meet the needs of each customer, so that it will increase utilitarian value and can directly affect the level of customer loyalty.

In addition, Table 3. also shows the significant value of hedonic value <0.05, so that the hedonic value is found to have a significant effect on customer loyalty. This indicates that hypothesis 2 which states the hedonic value has a positive and significant effect on customer loyalty is accepted. The results of this study support the previous research conducted by Santoso (2015) which states that hedonic values have a positive and significant effect on consumer loyalty. This is in line with research conducted by Kuikka and Laukkanen (2012) which states that hedonic values have a positive and significant effect on brand loyalty.

Increasing the hedonic value if done in such a way can create positive customer emotions that will make customers feel happy. The hedonic value created by one's emotions is good because internal and external factors greatly affect customer loyalty. D'Bill Coffee & Resto's ability to change the customer's mood for the better can create positive customer emotions, so that it will make customers feel comfortable and happy and ultimately will affect customer loyalty.

Satisfaction variable has a significant direct influence on customer loyalty. With the results of significance <0.05, so hypothesis 3 which states satisfaction has a positive and significant effect on customer loyalty is accepted.

The results of this study support the previous research conducted by Hussain and Rizwan (2014) which states that customer satisfaction has a positive and significant influence on customer loyalty. This is in line with research conducted by Seiler et al. (2013) which suggests that consumer satisfaction has a strong and positive influence on consumer loyalty. To build loyalty needs to be encouraged through comprehensive efforts in order to improve customer satisfaction. D'Bill Coffee & Resto strives to meet the expectations of its cus-

tomers by providing actual products and services that will create customer satisfaction. Satisfaction and dissatisfaction of customers about a product or service will have a separate impact on subsequent buying behavior.

**Path Analysis (Path Analysis)**

Path analysis aims to identify the pathway that causes a certain variable to other variables affected (Ghozali, 2016). In this study the intervening variable is customer satisfaction which mediates the relationship of utilitarian value and hedonic value to consumer loyalty.

Regression analysis can only detect direct relationships between dependent variables and other independent variables. In reality the relationship between variables is not always direct. In path analysis, the relationship pattern is shown by using arrows that show a causal relationship between exogenous variables and endogenous variables. To measure the presence or absence of mediating or intervening effects using the path coefficient comparison, the following results of the Test analysis and Determination coefficient (R2) use SPSS version 23.

**Table 3.** Model 1 Effect of Utilitarian Value and Hedonic Value on Customer Satisfaction

Model	Beta	T	Sig.
Constant		5.097	.000
Utilitarian_Value	.423	4.322	.000
Hedonic_Value	.389	3.967	.000

a. Dependent Variable: Customer\_Satisfaction

**Table 4.** Model 2 Effect of Utilitarian Values, Hedonic Values, and Customer Satisfaction on Customer Loyalty

Model	Beta	T	Sig.
Constant		15.264	.000
Utilitarian_Value	.264	2.706	.008
Hedonic_Value	.201	2.085	.040
Customer_Satisfaction	.423	4.709	.000

a. Dependent Variable : Customer\_Loyalty

Based on Table 3 and Table 4 it can be concluded that the results of direct and indirect influences on utilitarian values and hedonic values with customer satisfaction as a mediating variable are as follows.

**Table 5.** Recap of Direct and Indirect Influence Pathway Coefficients Variable Utilitarian Values, Hedonic Values and Customer Satisfaction with Customer Loyalty

No	Vari- able	Influ- ence	C u s - t o m e r S a t i s - f a c t i o n	C u s - t o m e r L o y a l t y	Infor- mation
1	Utili- tarian Value	Direct- ly	0.423	0.264	
		Indi- rect		0.179	0.443 > 0.264
		Total	0.423	0.443	Media- tion
2	H e - d o n i c Value	Direct- ly	0.389	0.201	
		Indi- rect		0.165	0.366 > 0.201
		Total	0.389	0.366	Media- tion

Based on the test path analysis of utilitarian value to customer loyalty mediated by customer satisfaction shows that the utilitarian value has positive and significant impact indirectly on customer loyalty through satisfaction as an intervening variable. This is indicated by the total value of the indirect effect of 0.443 greater than the direct effect of only 0.264. So in this case hypothesis 4 which states that utilitarian value has a positive and significant effect on customer loyalty through customer satisfaction can be accepted.

This research is in line with the research conducted by Sari (2014) which states that utilitarian values influence consumer loyalty through consumer satisfaction. This is reinforced by the results of Lee and Overby (2004) research which shows that utilitarian value has a positive effect on consumer satisfaction and then leads to high loyalty. Utilitarian value grows if customers can get the product or service needed in an efficient way. D'Bill Coffee & Resto can build and improve customer satisfaction by offering products at more affordable prices, as well as providing fast services, so that customers can be more cost-efficient and time efficient. That is, D'Bill Coffee & Resto is able to realize the utilitarian value that customers expect so that it will affect customer satisfaction and increase customer loyalty.

Based on the test path analysis of hedonic value to customer loyalty mediated by customer satisfaction shows that the hedonic value has positive and significant impact indirectly on customer loyalty through satisfaction as an intervening variable. This is indicated by the total value of the

indirect effect of 0.366 greater than the direct influence of only 0.201. So in this case hypothesis 5 which states that the hedonic value has a positive and significant effect on customer loyalty through satisfaction can be accepted.

The results of this study support the previous research conducted by Mehmood and Hanaysha (2015) which suggests that consumer satisfaction mediates the relationship between hedonic value and brand loyalty. This is in line with research conducted by Swari and Giantari (2017) which states that consumer satisfaction mediates the relationship between hedonic value and consumer loyalty. Hedonic values provide customer satisfaction in terms of emotional, if customers feel happy when they are at D'Bill Coffee & Resto, customers will be satisfied. With the satisfaction of these customers, it will have an impact on the customer's desire to come back and spread positive information about D'Bill Coffee & Resto to others.

**CONCLUSIONS AND SUGGESTIONS**

Based on the results of research and discussion, it was concluded that utilitarian value has a positive and significant effect on customer loyalty. That is, the higher the utilitarian value will increase customer loyalty as well as vice versa. Hedonic values have a positive and significant effect on customer loyalty. That is, the higher the hedonic value will increase customer loyalty as well as vice versa. Customer satisfaction has a positive and significant effect on customer loyalty. That is, the higher the customer satisfaction, it will increase customer loyalty and vice versa. Utilitarian value has a positive and significant effect on customer loyalty through customer satisfaction. That is, customer satisfaction is able to mediate the influence of utilitarian value on customer loyalty. An increase in utilitarian value will also be followed by an increase in customer satisfaction and ultimately increase customer loyalty as well as vice versa. Hedonic values have a positive and significant effect on customer loyalty through customer satisfaction. That is, customer satisfaction is able to mediate the influence of hedonic values on customer loyalty. Increasing hedonic values will also be followed by an increase in customer satisfaction and ultimately increase customer loyalty as well as vice versa.

The results in this study show that the utilitarian value has a direct and indirect effect of a positive and significant impact on customer loyalty. So management is expected to be more sensitive to the values that exist in the customer. To

increase utilitarian value can be done by increasing the benefits obtained by customers after consuming the D'Bill Coffee & Resto product. These benefits can be achieved by maintaining and improving product quality accompanied by improved service quality such as always maintaining the taste of the product to remain consistent and always pay attention to the availability (stock) of the product. Providing friendly, fast, responsive and careful service according to customer needs and desires is perceived to be able to deliver quality services that can increase utilitarian value.

Regarding the hedonic value, the management of D'Bill Coffee & Resto needs to pay attention to the atmosphere of the restaurant to make it more attractive so that it can stimulate the positive feelings of customers that will trigger customers to spend more time at D'Bill Coffee & Resto. Management can add a green park in the playground to create comfort for customers and can provide a natural touch that soothes the eyes. The selection of unique ornaments that match the theme of the restaurant such as small lanterns hanging in an outdoor area can also be an attraction for customer. In addition, marketing strategies such as procuring discounts or sales events are also needed to make customers feel happy and satisfied so as to increase customer loyalty. In addition, it can also be used as a strategy to attract new customers to come to the restaurant and become loyal customers.

Companies can regularly survey to customers, so they can find out how much customers can feel satisfied, trust and loyal to D'Bill Coffee & Resto and can find out what customers feel directly.

In this study, researchers still have not explored in detail the factors that influence customer loyalty. This is shown by the output of the variables utilitarian values, hedonic values, and customer satisfaction with customer loyalty which has adjusted r square value of 64.1%. Thus, there is still another variable opportunity of 35.9% which is a factor that causes customer loyalty, so it is recommended for future researchers to expand the range of variables that might affect customer loyalty such as store attributes, self-concept, and purchasing decisions.

The scope of this research is still limited and researchers only use a sample of 107 respondents so that the level of accuracy of the research is still weak. Then it is expected that the next researcher can look for the scope of different and wider objects and add a sample of respondents to be more convincing research data.

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