

## The Effect of Service Quality, Store Image and Price Fairness Perception on Loyalty Through Customer Satisfaction in Coffee Shop

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### ABSTRACT

*This study aims to analyze the effect of perceived service quality, store image and perceived price fairness on loyalty through coffee shop customer satisfaction in Tangerang district. The target sample of this study were customers of 3 coffee shops in Tangerang district. There was a total of 260 respondents who participated in this study. Data was collected using a questionnaire distributed online via google form. The data were analyzed using a partial least square-structural equation modeling (PLS-SEM) approach. The results confirmed that service quality, store image and price fairness all three have a direct and significant relationship with customer satisfaction and customer loyalty. In addition, other findings show that service quality, store image and price fairness have a significant indirect effect on customer loyalty through the mediating effect of customer satisfaction. This research provides guidance to service providers on how to increase customer satisfaction and loyalty through an emphasis on price fairness, store image and service quality. it can be suggested that if a coffee shop company wants to increase customer loyalty what it must do is attract loyal and new customers.*

**Keywords:** *Perceived Service Quality, Store Image, Perceived Price Fairness, Customer Satisfaction*

### ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kualitas layanan, citra toko, dan persepsi keadilan harga terhadap loyalitas melalui kepuasan pelanggan kedai kopi di Kabupaten Tangerang. Sampel sasaran penelitian ini adalah pelanggan dari 3 kedai kopi di Kabupaten Tangerang. Sebanyak 260 responden yang berpartisipasi dalam penelitian ini. Data dikumpulkan menggunakan kuesioner yang didistribusikan secara *online* melalui Google Form. Data dianalisis menggunakan pendekatan pemodelan persamaan struktural kuadrat terkecil parsial (PLS-SEM). Hasil penelitian menegaskan bahwa kualitas layanan, citra toko, dan keadilan harga ketiganya memiliki hubungan langsung dan signifikan dengan kepuasan pelanggan dan loyalitas pelanggan. Selain itu, temuan lain menunjukkan bahwa kualitas layanan, citra toko, dan keadilan harga memiliki efek tidak langsung yang signifikan terhadap loyalitas pelanggan melalui efek mediasi kepuasan pelanggan. Penelitian ini memberikan panduan kepada penyedia layanan tentang bagaimana meningkatkan kepuasan dan loyalitas pelanggan melalui penekanan pada keadilan harga, citra toko, dan kualitas layanan. Dapat disarankan bahwa jika perusahaan kedai kopi ingin meningkatkan loyalitas pelanggan, yang harus dilakukannya adalah menarik pelanggan setia dan baru.

**Kata kunci:** Kualitas Layanan yang Dirasakan, Citra Toko, Keadilan Harga yang Dirasakan, Kepuasan Pelanggan

## INTRODUCTION

Customer loyalty has a critical component of competitive business strategy, especially in today's marketplace where customer retention is key to success and it is recognized that loyal consumers tend to spend more money, act as brand advocates through pleasant communications, and are more likely to return to a brand (Fook & Dastane, 2021). Customer loyalty refers to a positive relationship between a customer and a business that encourages repeat purchases (Oliver, 1999). Customer loyalty refers to the degree of consumer inclination or allegiance to a particular brand, product, or service, as reflected in their desire to continue purchasing from the Company, The behavioral aspect of customer loyalty is buying more of the same or different goods from the same company (Saravanakumar & Jothijayakrishnan, 2014). The company's ability to retain customers is also one of its strengths. Many businesses do not realize that increasing customer loyalty starts at various points in the customer journey, from finding potential clients to developing loyal consumers who will help the business (Pongoh, 2013). Customer loyalty helps businesses indirectly by promoting their products because loyal customers will undoubtedly continue to use the company's products and will encourage their friends, family and loved ones to buy them as well (Rejeki & Atmaja, 2022).

Customer happiness is greatly influenced by perceived service quality, and is also an important factor in a company's ability to survive and grow to gain increased revenue, a happier consumer base, a higher percentage of customer retention can result from higher perceptions of service quality (Nambiar et al., 2019). Perception of the level of service quality plays an important role in ensuring a positive and satisfying experience for clients. Good service will make customers feel cared for and respected, while poor service will make customers feel unremembered and disrespected (Prentice et al., 2018). Store image is a visual depiction of a retail business, which includes many elements such as layout, design, and overall aesthetic appeal and customer opinions and experiences when buying are greatly influenced by this image (Graciola et al., 2020). An outdated or unprofessional store image can deter potential customers and negatively impact sales, store image refers to the impression (evaluation, feeling, attitude) that a consumer develops towards a company (Ndjambou, 2018).

Consumers may believe that if there is a significant price increase, it may not be in line with the perceived value and therefore consumers may decide to choose another product or postpone the purchase because they become more sensitive to price (Bettray et al., 2017). The importance of perceived price fairness is underlined by its influence on customer behavior. According to reports on service fairness, perceived unfairness can occur when employees are rude, advertised or discounted items are not available, customers are overcharged, and printed information is inaccurate (Seiders & Berry, 1998). An important component of consumer behavior and market dynamics is perceived price fairness. This describes the judgment made by clients about whether they consider the price of a good or service to be fair and reasonable (Chung & Petrick, 2009).

An important factor in determining how satisfied or dissatisfied clients are with the goods or services they receive from a business is customer satisfaction. A thorough understanding of customer happiness is an essential component for companies looking to maintain or expand their market share in an increasingly competitive business environment (Andari et al., 2023). It is essential to understand customer satisfaction factors because it can help to attract new business, retain current customers, and build a strong name in the market. Customer satisfaction is considered a top priority for businesses because it directly impacts customer loyalty (Suciptawati et al., 2019). Overall customer satisfaction refers to the customer's assessment of transactions after a particular purchasing experience, and satisfaction is specifically based on their experience (Lestari & Syah, 2022).

Previous studies have discussed perceived service quality, store image, perceived price fairness, customer satisfaction, and customer loyalty. Customer satisfaction is positively influenced by perceived service quality (Honderich, 1995; Nambiar et al., 2019; Singh et al., 2023). Store image is influenced by customer satisfaction (Alam & Noor., 2020; Ruzzier et al., 2014). Perception of price fairness has a positive effect on customer satisfaction (Fiqqih, 2023; Wijayantiarni & Roostika, 2022; Yoristar, 2016). Perception of service quality has a positive impact on customer loyalty (Ali et al., 2021; Campbell, 1999; Restiana, 2021; Sun & Pan, 2023). Customer satisfaction mediates the relationship between perception of service quality and client loyalty (Andari et al., 2023; Haron et al., 2020; Sani et al., 2024). Customer loyalty is influenced by perception of price fairness, with customer satisfaction acting as a mediator in this relationship (Jose et al., 2019; Consuegra et al., 2007). Perception of price fairness positively affects customer loyalty (Adrian & Keni, 2023; Bettray et al., 2017; Consuegra et al., 2007; Octaviani et al., 2021). Customer satisfaction has a positive effect on customer loyalty (Kusumawati & Rahayu, 2020; Ratnasari et al., 2021; Raza et al., 2020). However, using the same framework from Ahmed et al. (2023) added the store image variable, where previous research was conducted in Bangladesh for fast food restaurants while this study was conducted for coffee shop customers in Tangerang Regency, Indonesia. In this case, store image is an important aspect in retail (Bloemer & Ruyter, 1997), in addition, store image greatly influences customer satisfaction (Moussaoui et al. 2023). The purpose of this study is to determine the impact of perceived service quality, price fairness, and store image on customer satisfaction and loyalty to coffee shop customers in Tangerang Regency. In addition, this is expected to provide theoretical contributions and be input for coffee shop management in increasing customer loyalty.

## RESEARCH METHODS

The research methodology used is causal, which specifically aims to investigate the causal relationship between perceived service quality, store image, price fairness views, consumer satisfaction, and consumer loyalty. The population of this finding is customers who often visit coffee shops. The sample criteria for this study consist of coffee shop clients located in Tangerang Regency. Individuals aged

between 17 and 40 years who have made purchases at least twice in the past month. The questionnaire distributed includes samples to collect data on customer age, gender, occupation, and monthly income, using an online platform (Google Form).

The sampling technique used is non-probability sampling, which is a strategy that does not provide the same possibility for each member of the population to be selected as a sample. The data collection method that will be used is purposive sampling, which is the selection of samples based on certain criteria that are in accordance with the objectives of the study (Etikan & Bala, 2017). The tool used is a questionnaire that uses a Likert scale between 1 and 4, with four answer choices: One, representing Strongly Disagree (STS); Two represents Disagree (TS); Three, represents Agree (S); and Four represents Strongly Agree (SS) (Beglar & Nemoto, 2014).

The measurement of the Service Quality Perception variable was adopted from Parasuraman et al. (1988) with three questions, the Store Image variable was adopted from Mone & Baker (2015) with ten questions, the Price Fairness Perception variable was adopted from Yuliantoro et al. (2020) with three questions, the Customer Satisfaction variable was adopted from Amoako (2022) with three questions, the Customer Loyalty variable was adopted from Ali et al. (2021) with seven questions. The total number of questions in this research questionnaire is 26 questions, and can be seen in Appendix 2. The determination of the sample size in this study is determined by the principle put forward by Hair et al. (2021) which suggests that the number of samples in the Structural Equation Modeling (SEM) analysis is at least 5-10 times the number of questionnaire items. So, the number of participants in this study is 260 people, calculated by multiplying 10 by 26. This study will conduct a preliminary assessment called a pretest on a sample of 30 participants. Furthermore, the participants will undergo further assessments to determine the validity and reliability of the measures used. Validity testing is carried out using the Kaiser Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) metrics, with the condition that the factor analysis value must meet certain acceptance criteria. Specifically, the test is considered valid if the KMO value is greater than or equal to 0.5 and the MSA value is greater than or equal to 0.5. The reliability test tests the Cronbach's Alpha value which must be equal to or greater than 0.6 to be considered acceptable (Hair et al, 2021).

Data analysis using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method to evaluate the relationship between variables and their validity using the method described by Hair et al. (2019). Testing using inner models and outer models. The outer model consists of: first, convergent validity will be tested with a load factor of more than 0.7 and an average variation extracted (AVE) of more than 0.5. Furthermore, discriminant validity will be tested using the Fornell-Larcker, Cross loading and Heterotrait-Monotrait Ratio (HTMT) methods, with an HTMT value of less than 0.90 as a reference. Internal consistency reliability will be assessed with Composite Reliability (CR) and Cronbach's Alpha. It is considered credible if the value is more than 0.6. In addition, a collinearity check will be carried out if the Variance

Inflation Factor (VIF) value is less than 3. In the internal model test, the path coefficient that shows the relationship between variables will be the main concern. According to Hair et al. (2021) with a t value >1.960 and a p value <0.05, the significance of the relationship will be determined at a significance level of 5%. The coefficient of determination (R<sup>2</sup>) will be used to show the effect of independent variables (exogenous) on dependent variables (endogenous).

## RESEARCH RESULTS

### Pretest results

After conducting a pretest on 30 participants, it was found that 26 statements from the 5 research variables passed the Kaiser-Meyer-Olkin (KMO) test and had an MSA value greater than 0.5. This confirms the validity of all variables and indicators in this study so that they are worthy of further analysis. Furthermore, the reliability assessment can be observed with the Cronbach alpha coefficient. After the reliability test was carried out, it was found that all questionnaire question indicators had a value of > 0.6. Therefore, it can be concluded that the research indicators are reliable. Additional findings are available for review in Appendix 5.

### Demographic Analysis

The questionnaire, which was conducted online using Google Forms, obtained responses from 260 participants. The gender distribution of respondents showed that 140 people were male, covering 53.8% of the total respondents, while 120 people were female, covering 46.2%. The distribution of respondents' ages is as follows: 1.2% are under 17 years old (3 respondents), 58.5% are between 17 and 25 years old (152 respondents), 38.5% are between 26 and 35 years old (100 respondents), 1.5% are between 36 and 45 years old (4 respondents), and 0.4% are over 45 years old (1 respondent). Respondents' occupations consist of 93 students (35.8%), 115 private workers (44.2%), 9 civil servants (3.5%), and 19 self-employed (7.3%), housewives as many as 8 people or 3.1%, and others as many as 16 people or 6.2%. Then, the coffee shop that is often purchased is Kopi Kenangan as many as 113 respondents or 43.5%, Fore as many as 72 respondents or 27.7%, and Janji Jiwa as many as 75 respondents or 28.8%. Next, how many times have you made transactions or purchases at coffee shops in Tangerang Regency, namely 2-5 times as many as 202 respondents or 77.7%, 5-7 times as many as 50 respondents or 19.2%, more than 7 times as many as 8 respondents or 3.1%.

### Outer Model Testing

Table 1. Outer Model Results

Variabel	Indikator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Persepsi Kualitas	PKL1	0,823	0,634	0,712	0,937
	PKL2	0,817			
	PKL3	0,745			

Layanan (PKL)					
Citra Toko (CT)	CT1	0,791	0,598	0,925	0,937
	CT2	0,758			
	CT3	0,715			
	CT4	0,772			
	CT5	0,814			
	CT6	0,780			
	CT7	0,743			
	CT8	0,720			
	CT9	0,826			
	CT10	0,803			
Persepsi Keadilan Harga (PKH)	PKH1	0,816	0,648	0,731	0,847
	PKH2	0,765			
	PKH3	0,833			
Kepuasan Pelanggan (KP)	KP1	0,881	0,679	0,762	0,863
	KP2	0,756			
	KP3	0,829			
Loyalitas Pelanggan (LP)	LP1	0,791	0,634	0,904	0,924
	LP2	0,776			
	LP3	0,764			
	LP4	0,779			
	LP5	0,800			
	LP6	0,833			
	LP7	0,830			

The convergent validity test of the assessment in this study produced data indicating that 26 reflective indicators had loading factor values greater than 0.7 and AVE values greater than 0.5. Additional findings are available for review in Appendix 5. The internal consistency reliability test showed that all variables showed combined reliability values exceeding 0.70.

**Table 2. Fornell-Larcker Criterion**

	CT	KP	LP	PKH	PKL
CT	0,773				
KP	0,608	0,824			
LP	0,640	0,685	0,797		
PKH	0,583	0,609	0,634	0,805	
PKL	0,560	0,599	0,623	0,579	0,796

**Tabel 3. Heterotrait-Monotrait Ratio (HTMT)**

	CT	KP	LP	PKH
CT				
KP	0,709			
LP	0,683	0,813		
PKH	0,699	0,800	0,769	
PKL	0,674	0,798	0,769	0,785

The discriminant validity test is presented in Appendix 5. All variables in the Fornell-Lacker criterion measurement have met the criteria. Furthermore, the collective cross loading values of the CT, KP, LP, PKH, and PKL measurements show a larger magnitude and show a strong correlation with the main variables they assess compared to other variables. This indicates that these variables have strong discriminant validity. In addition, all variable associations in this investigation show values that are consistent with the conventional threshold of less than 0.90.

**Tabel 4. Outer Weight dan VIF**

	T Statistics ( O/STDEV )	VIF
LP1 -> LP	16,830	2,085
LP2 -> LP	20,112	2,244
LP3 -> LP	15,408	2,112
LP4 -> LP	18,909	2,017
LP5 -> LP	17,696	2,236
LP6 -> LP	19,907	2,635
LP7 -> LP	17,849	2,432

Appendix 5 displays the specification of the finding weight values. It is evident that there are noteworthy results when external weights are applied to the endogenous variable of customer loyalty (LP). The customer loyalty variable (LP) assessed with LP 1–10 has a VIF value <5 which indicates that there is no multicollinearity between measurement items, in accordance with the computational findings between collinearity indicators.

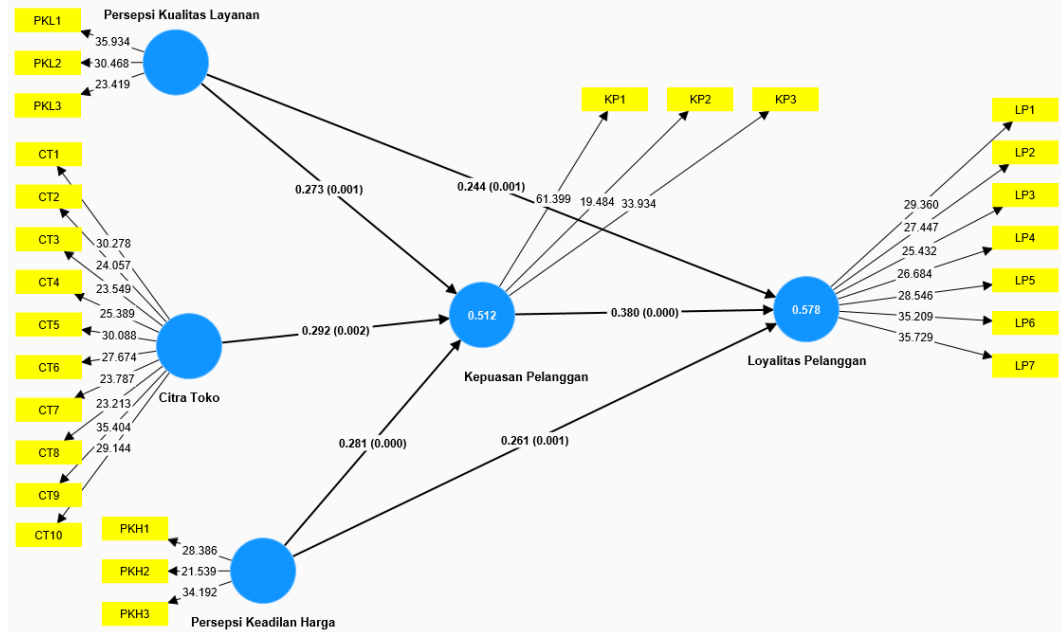
**Table 5. Results of Determination Coefficient**

	R Square Adjusted
Kepuasan Pelanggan	0,506
Loyalitas Pelanggan	0,573

The variables of Perception of Service Quality, Store Image, and Perception of Price Fairness are able to explain the variable of Customer Satisfaction by 50.6%, according to the calculation results of the coefficient of determination (adjusted R<sup>2</sup>). Other variables not included in this study contributed 49.4% of the explanation. The

variable of customer loyalty can be explained by the variables of perception of service quality, store image, perception of price fairness, and customer satisfaction by 57.3%, while the remaining 42.7% is explained by other variables in this study.

**Inner Model Testing (Hypothesis Testing)**



**Figure 1. Hypothesis Test Results**

Based on the calculation results using the bootstrapping method, the results are obtained in the table below:

**Table 6. Results of Direct Hypothesis Testing**

	Hipotesis	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Information
PKL → KP	H1	0.273	3.359	0.001	Accepted
CT → KP	H2	0.292	3.159	0.002	Accepted
PKH → KP	H3	0.281	3.603	0.000	Accepted
PKL → LP	H4	0.244	3.204	0.001	Accepted
PKH → LP	H7	0.261	3.411	0.001	Accepted
KP → LP	H8	0.380	4.252	0.000	Accepted

The six possibilities put forward are reasonable based on the table above. The original sample value is positive, and the T statistic result is 3.359 > 1.96 with a p value of 0.001 < 0.05 when testing H1 on the effect of Perceived Service Quality (PKL) on Customer Satisfaction (KP). This shows that customer satisfaction is positively and significantly influenced by the perception of service quality, and thus H1 is accepted. When testing the H2 hypothesis which tests the effect of store image (CT) on customer satisfaction (KP), the original sample value is positive and the T statistic finding is

4.159 > 1.96 with a p value of 0.002 < 0.005. This shows that customer satisfaction and store image have a good and significant relationship so that H2 can be accepted. In testing H3 which tests how Perceived Price Fairness (PKH) affects Customer Satisfaction (KP), the original sample value is positive and the T statistic is 3.603 > 1.96 with a p value of 0.000 < 0.005. This shows that Perceived Price Fairness and Customer Satisfaction are related and thus H3 is accepted. The original sample value is positive, and the T statistic of 3.204 > 1.96 with a p value of 0.001 < 0.005 indicates that there is an influence of Perceived Service Quality (PKL) on Customer Loyalty (LP) tested. This shows that customer loyalty and perceived service quality have an influence, which is why H4 is approved. The T statistic result for Testing H7 which tests the influence of Perceived Price Fairness (PKH) on Customer Loyalty (LP) is 3.411 > 1.96 with a p value of 0.001 < 0.005 which indicates a positive initial sample value. This shows that Perceived Price Fairness and Customer Loyalty are related and thus H7 is accepted. The initial sample value is positive, and the T statistic value is 4.252 > 1.96 with a p value of 0.000 < 0.005 obtained when testing H8 on the effect of Customer Satisfaction (KP) on Customer Loyalty (LP). This shows that there is a relationship between customer loyalty and satisfaction, supporting the acceptance of H8.

Customer Satisfaction (KP) which is the intervening variable in this study is measured using this mediation analysis to determine whether or not it is statistically significant to the relationship between CT, PKH, PKL, and LP. The analysis of the mediation effect can then be continued using Henseler et al. (2015) technique. The following table presents the findings obtained from the bootstrapping calculation:

**Table 7. Results of Indirect Hypothesis Testing**

	Hipotesis	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Information
	H5	0.104	2.834	0.005	Accepted
	H6	0.107	3.060	0.002	Accepted

T Statistics of 2.834 > 1.96 with a p value of 0.005 < 0.005 was obtained when testing the mediating role of customer satisfaction (KP) on the relationship between perceived service quality (PKL) and customer loyalty (LP) in Hypothesis 5. The results showed that, to evaluate whether KP has a mediating role in the relationship between PKL and LP, the relationship between the PKL and KP variables was verified ( $\beta P1 = 0.273$ ;  $p < 0.05$ ). Second, there was confirmation of the relationship between the KP and LP variables ( $\beta P2 = 0.380$ ;  $p < 0.05$ ). This shows that the relationship between perceived service quality and customer loyalty is largely mediated by customer satisfaction, so H5 is accepted.

T Statistics of 3.060 > 1.96 with p value of 0.002 < 0.005 was obtained from testing Hypothesis 6 which tested the mediating role of Customer Satisfaction (KP) on the relationship between Perceived Price Fairness (PKH) and Customer Loyalty

(LP). The results showed that to test the mediating role of KP on the relationship between PKH and LP, the relationship between PKH and LP variables has been verified ( $\beta P1 = 0.261$ ;  $p < 0.05$ ). Second, there is confirmation of the relationship between KP and LP variables ( $\beta P2 = 0.380$ ;  $p < 0.05$ ). This shows that the relationship between perceived price fairness and customer loyalty is largely mediated by customer satisfaction, so H6 is accepted.

## CONCLUSION AND SUGGESTIONS

Based on the findings of this study examining the influence of service quality, store image, and perceived price fairness on customer loyalty through customer satisfaction in coffee shops, several key conclusions can be drawn. First, it was found that service quality plays a significant role in shaping customer satisfaction, with aspects such as friendly staff, efficient service, and product knowledge significantly impacting the overall experience. A positive store image, which includes ambiance, cleanliness, and atmosphere, also emerged as very important in influencing customer perceptions and levels of satisfaction. In addition, perceived price fairness, where customers feel that they are getting value for money for coffee and related products, contributes significantly to satisfaction and subsequently to loyalty. These findings highlight the interrelationship between service quality, store image, and perceived price fairness in enhancing customer satisfaction and fostering loyalty in the competitive coffee shop industry. Moving forward, coffee shop baristas should prioritize continuous improvement in these areas to not only meet but also exceed customer expectations, thereby securing a loyal customer base and sustaining business growth in a competitive market landscape.

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