

Original Article

The Role of Cafe Atmosphere and Product Quality in Building Consumers’ Trust and Loyalty

Mu’ah¹, Mesra Surya Ariefin², Masram³, Nurul Qomariah⁴

^{1,2,3}ITB Ahmad Dahlan Lamongan

⁴Universitas Muhammadiyah Jember

Received Date: 21 August 2021

Revised Date: 25 September 2021

Accepted Date: 07 October 2021

Abstract - One of the local businesses that are currently competing tightly is the Coffee Shop. Aside from being a place to drink tea or coffee and eat snacks, a coffee shop is also a place to gather, exchange ideas, and expand networks, and even become a place to conduct business prospects between entrepreneurs. This causes the need for a coffee shop to be considered as a daily necessity. East Java is also one of the provinces that have experienced significant development in the coffee shop business. This study aims to determine and prove the effect of cafe atmosphere and product quality in building trust and loyalty of local coffee shop consumers. This research is descriptive quantitative. The population in this study are local coffee shop consumers who are limited to the GERBANG KERTASUSILA area (Gresik, Bangkalan, Mojokerto, Surabaya, and Lamongan), totaling 262 people. The number of samples after being calculated by the Slovin formula is 159 respondents. This study was tested using the SEM-PLS model. The results showed that the cafe atmosphere had a positive and significant effect on trust and loyalty. Product quality has a positive and significant effect on customer trust and loyalty.

Keywords - product quality, cafe atmosphere, trust.

I. INTRODUCTION

In this globalization era, the competitiveness in business is much more varied and tight. Those things can be viewed based on the number of business people who offer the same services or goods in a market. One of the tight competitive businesses is a local coffee shop. Apart from being a place to drink tea or coffee and eat snacks, a coffee shop is also a place to gather, exchange ideas, and expand

networks, and even become a place to conduct business prospects between entrepreneurs, so that the need for a coffee shop can be considered as daily needs. East Java is also one of the provinces that have a significant development in the coffee shop business. It can be seen based on the table below that is obtained from East Java Central Statistics Agency. Based on the table above, it can be concluded that Surabaya has a significant development in the field of a coffee shop. It can be seen from 2014 that it only amounts to 383, increasing drastically in the next four years, which reaches 1.341. Geographically, Lamongan is one of regency that is near with Surabaya. That is, it has an indirect impact on the business culture of coffee shops in Lamongan. The increasing number of businesses in the coffee shop sector makes competition increase. The effort that must be done by business people in the coffee shop field is to innovate in order to give trust and make loyal customers. Competitiveness is the ability of a company to give a more value towards the product compared with its competitor. Also, that value is beneficial for the customers. To get consumers' trust and loyalty in having service businesses such as a local coffee shop, one of the supported factors needed is providing a comfortable atmosphere. In the study of (Apecilus Nggaur, 2018), he asserts that cafe atmosphere is one of the supporting factors in the business of cafe shop regarding consumers' sensation while they are coming to every different cafe. Cafe atmosphere is created through its exterior and interior, sound or roar, music, another lighting that ultimately builds the feelings of comfort and disappointment felt by consumers. All above, cafe atmosphere has an important role in building consumers' trust and loyalty to win the supporting competition factor.

Table 1. The total of restaurants in East Java Province Based on Regency/City, 2014-2018

| Regency/City | 2014 | 2015 | 2016 | 2017 | 2018 | Regency/City | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------|------|------|------|------|------|--------------|------|------|------|------|------|
| Regency | | | | | | | | | | | |
| Pacitan | 12 | 20 | 20 | 26 | 25 | Ngawi | 11 | 12 | 12 | 10 | 13 |
| Ponorogo | 14 | 38 | 38 | 61 | 60 | Bojonegoro | 40 | 72 | 72 | 22 | 26 |
| Trenggalek | 29 | 29 | 29 | 29 | 93 | Tuban | 35 | 27 | 27 | 76 | 76 |
| Tulungagung | 19 | 38 | 38 | 42 | 42 | Lamongan | 28 | 20 | 20 | 24 | 25 |



| | | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| Blitar | 30 | 43 | 43 | 43 | 45 | Gresik | 23 | 23 | 23 | 105 | 106 |
| Kediri | 32 | 57 | 57 | 102 | 114 | Bangkalan | 15 | 19 | 19 | 23 | 23 |
| Malang | 190 | 195 | 195 | 202 | 202 | Sampang | 7 | 12 | 12 | 13 | 11 |
| Lumajang | 37 | 21 | 21 | 104 | 111 | Pamekasan | 27 | 26 | 26 | 29 | 29 |
| Jember | 56 | 67 | 67 | 31 | 33 | Sumenep | 28 | 17 | 17 | 39 | 43 |
| Banyuwangi | 107 | 88 | 88 | 88 | 100 | City | | | | | |
| Bondowoso | 31 | 37 | 37 | 43 | 51 | Kediri | 35 | 25 | 25 | 25 | 35 |
| Situbondo | 23 | 48 | 48 | 22 | 22 | Blitar | 41 | 34 | 34 | 22 | 22 |
| Probolinggo | 17 | 29 | 29 | 20 | 24 | Malang | 173 | 707 | 707 | 707 | 1 028 |
| Pasuruan | 7 | 37 | 37 | 24 | 25 | Probolinggo | 17 | 21 | 21 | 35 | 34 |
| Sidoarjo | 33 | 124 | 124 | 121 | 147 | Pasuruan | 26 | 90 | 90 | 53 | 30 |
| Mojokerto | 23 | 29 | 29 | 29 | 34 | Mojokerto | 14 | 14 | 14 | 11 | 10 |
| Jombang | 18 | 21 | 21 | 10 | 13 | Madiun | 38 | 27 | 27 | 13 | 17 |
| Nganjuk | 25 | 24 | 24 | 22 | 31 | Surabaya | 383 | 713 | 790 | 1 083 | 1 341 |
| Madiun | 20 | 31 | 31 | 31 | 31 | Batu | 30 | 43 | 43 | 43 | 48 |
| Magetan | 12 | 52 | 52 | 49 | 49 | The total in East Java | 1706 | 2930 | 3007 | 3432 | 4169 |

Source: Culture and Tourism Office East Java Province

II. LITERATURE REVIEW

A. Cafe Atmosphere

The cafe atmosphere is an essential part of attracting the consumers because a cafe that is comfortable, safe and interesting, it will determine consumers' loyalty. According to Utami (2006:238), the atmosphere is the environmental design that relies on visual lighting communication, color, music, and fragrance to design an emotional response and consumers' perception as well as to influence consumers' decision in choosing a place. Besides, Levy cited in Dian (2013:416), the atmosphere is the creation of character atmosphere through visual, lighting arrangement, music, and aroma that create a comfortable selling environment, so that it can influence consumers' perception and emotional to do buying. Umar (2002:61) defines the character of the atmosphere as an entire of emotional effect created by characters' physical attributes to satisfy parties concerned, retailers, and consumers.

B. Product Quality

According to Wibowo (2014), quality is defined as the fulfillment of customers' expectations. Based on Heized and Render (in Wibowo 2014:113), quality is the ability of a product or service to fulfill consumers' needs. Kotler and Armstrong in a state that product quality is the ability of a product to perform its functions. It includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes. Compiled from that information mentioned, it can be understood that quality product is the characteristic of goods and services that has the ability to fulfill the need as the combination of reliability, precision, ease of operation, and repair.

C. Trust

Trust is the main important aspect in building both commitment and agreement that is realized if it is meant in the future. In brief, trust is the factor needed in overcoming any obstacles among business partners, and also it is an asset to develop long-term relationships within the company.

D. Consumer Loyalty

Recently, loyalty has been used in the business context to describe the willingness of customers to continue the use of the company's products in the long term, moreover if they use it executively and to recommend the company's products to friends and colleagues. Loyalty is emotional, and many things can influence someone's loyalty, including the employee and a faithful consumer of a certain brand or product (Mu'ah & Masram, 2014). Consumer loyalty is usually formed after the customer feels satisfied with a product or service that has been purchased and felt (Qomariah, 2016).

E. Competitiveness

Basically, the success of a product in a particular area is said to be successful if the created product has something more than others, so the price of its product remains high. As a result, nowadays, many products are marketed, resulting in a tight competitiveness and a qualified test. Frinces (2011) defines the competitiveness as the strength or ability and advantages that are built from the potential and resources that come from inside and outside the organization in a planned and systematic manner to fight against any later or real potential to disturb, shift, fight, and destroy the position, existence, and existence of parties that will be rivaled.

III. RESEARCH METHODOLOGY

This study is descriptive quantitative using the primary data. Population in this study is consumers' coffee shop local where is restricted by GERBANG KERTASUSILA (Gresik, Bangkalan, Mojokerto, Surabaya

and Lamongan) amounts 262 people. The sample after being calculated by the Slovin formula was 159 respondents. This study is tested using the SEM-PLS model and processed using Smart PLS3 to evaluate a model of research.

IV. RESULT AND DISCUSSION

Table 2. Hypothesis Test Results - Direct Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Consumers' trust → competitiveness | 0.265 | 0.266 | 0.087 | 3.024 | 0.003 |
| Product quality → competitiveness | 0.180 | 0.175 | 0.080 | 2.243 | 0.025 |
| Product quality → Consumers' trust | 0.396 | 0.400 | 0.092 | 4.285 | 0.000 |
| Product quality → Consumers' loyalty | 0.264 | 0.261 | 0.093 | 2.826 | 0.005 |
| Consumers' loyalty → competitiveness | 0.155 | 0.161 | 0.101 | 1.533 | 0.126** |
| Cafe atmosphere → competitiveness | 0.200 | 0.202 | 0.073 | 2.748 | 0.006 |
| Cafe atmosphere → consumers' trust | 0.311 | 0.313 | 0.081 | 3.840 | 0.000 |
| Cafe atmosphere → consumers' loyalty | 0.324 | 0.332 | 0.096 | 3.382 | 0.001 |

Commonly, the discussion is relevant to research questions stated in journal articles. Based on table 2, it can be explained that the results of testing the path coefficient, t-statistics, and p-value to answer the developed hypothesis in this study are as follows: 1) cafe atmosphere on consumer confidence has a positive path coefficient of 0.311, a t-statistic of 3.840 (>1.96) and p-value of 0.000 (<0.05) which means hypothesis 1 is accepted. So, it can be concluded that cafe atmosphere has a positive and significant effect on consumer confidence. 2) Cafe atmosphere towards consumer loyalty has a positive path coefficient of 0.324, a t-statistic of 2.382 (>1.96), and a p-value of 0.001 (<0.05), which means that hypothesis 2 is accepted. So, it can be concluded that cafe atmosphere has a positive and significant effect on consumer loyalty. 3) Product quality towards consumer confidence has a positive path coefficient of 0.396, t-statistics of 4.285 (>1.96), and p-value of 0.000 (<0.05), which means hypothesis 3 is accepted. So, it can be concluded that product quality has a positive and significant effect on consumer confidence. 4). Product quality towards consumer loyalty has a positive path coefficient of 0.264, t-statistic of 2.826 (>1.96), and p-value of 0.005 (<0.05), which means hypothesis 4 is accepted. So, it can be concluded that product quality has a positive and significant effect on consumer loyalty. 5). Consumer confidence in competitiveness has a positive path coefficient of 0.265, t-statistic of 3.024 (>1.96), and p-value of 0.003 (<0.05), which means hypothesis 5 is accepted. So, it can be concluded that consumer trust has a positive and significant effect on competitiveness. 6) Consumer loyalty to

competitiveness has a positive path coefficient of 0.155, t-statistic of 1.533 (<1.96), and p-value of 0.126 (>0.05), which means hypothesis 6 is rejected. So, it can be concluded that consumer loyalty has no significant effect on competitiveness. Research (Rosalina et al., 2019) states that product quality affects consumer loyalty for Oppo Smartphones.

7). Cafe atmosphere on competitiveness has a positive path coefficient of 0.200, t-statistic of 2.748 (>1.96), and p-value of 0.006 (<0.05), which means hypothesis 7 is accepted. So, it can be concluded that the cafe atmosphere has a positive and significant effect on competitiveness. 8). Product quality on competitiveness has a positive path coefficient of 0.180, t-statistic of 2.243 (>1.96), and p-value of 0.025 (<0.05), which means that hypothesis 8 is accepted. So, it can be concluded that product quality has a positive and significant effect on competitiveness. Research (Sutrisno et al., 2017) states that that trust has an effect on consumer loyalty. Research (Sutrisno et al., 2017) stated that trust has an effect on consumer loyalty. (Qomariah, 2018) in his research stated that product attributes have an impact on customer loyalty. (Iriyanti et al., 2016) in his research stated that the quality of product and the location have an impact on customer loyalty. (Caceres & Papparoidamis, 2007) stated that trust has an impact on customer loyalty. (Sulaiman et al., 2020) stated that store atmosphere has a no significant impact on customer loyalty. (Dewi & Rulirianto, 2011) stated that trust has an impact on customer loyalty.

V. CONCLUSION

Cafe atmosphere has a positive and significant effect on consumer confidence; besides that, the cafe atmosphere also has a positive and significant effect on consumer loyalty and competitiveness. Product quality has a positive and significant effect on consumer confidence; besides that, product quality also has a positive and significant effect on consumer loyalty and competitiveness. Consumer trust has a positive and significant effect on competitiveness. However, consumer loyalty does not have a significant effect on competitiveness.

REFERENCES

- [1] Abdillah., W dan Jogiyanto. Partial Least Square (PLS) Alternatif SEM Dalam Penelitian Bisnis. Penerbit Andi: Yogyakarta. Hal 262. Anatan, Lina dan Lena Ellitan, 2007, Manajemen Sumber Daya Manusia Dalam Bisnis Modern. Bandung: Alfabeta (2009).
- [2] Arikunto, S. Prosedur Penelitian Suatu Pendekatan Praktik. Jakarta: Rineka Cipta (2016).
- [3] Caceres, R. C., & Paparoidamis, N. G. Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. In *European Journal of Marketing*. 41 (2007) 7–8. <https://doi.org/10.1108/03090560710752429>
- [4] Dewi, S. A., & Rulirianto. Pengaruh Citra Perusahaan, Kepercayaan Pelanggan, Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pt Buana Langgeng Jaya Tulungagung Shinthya. *J A B Jurnal Aplikasi Bisnis*, (2011) 244–249.
- [5] Dian, Nova Farah & Yessy Artanti. “Pengaruh Kelompok Acuan dan Atmosfir Restoran terhadap Keputusan Pembelian Konsumen Starbucks Coffee”. *Jurnal Ilmu Manajemen*, Maret. *Jurnal mahasiswa.unesa.ac.id*. 1(2) (2013)
- [6] Donni Junni Priansa. Perilaku Konsumen dalam Bisnis Kontemporer. Bandung: Alfabeta (2017).
- [7] Frinces, Z. Heflin. *Be An Entrepreneur (Jadilah Seorang Wirausaha) Kajian Strategis Pengembangan Kewirausahaan*. Yogyakarta: Graha Ilmu (2011).
- [8] Ghozali, Imam. *Aplikasi Analisis Multivariate dengan Program SPSS (Edisi Ke 4)*. Semarang: Badan Penerbit Universitas Diponegoro 2006.
- [9] Ghozali, Imam. “Aplikasi Analisis Multivariate Dengan Program SPSS”. Semarang: Badan Penerbit Universitas Diponegoro (2011).
- [10] Harianto, David & Hartono Subagio. “Analisa Pengaruh Kualitas Layanan, Brand Image dan Atmosfer terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Konsumen KedaiDeja- Vu Surabaya”. *Jurnal manajemen pemasaran, studentjournal.petra.ac.id* 1(1) (2013).
- [11] Iriyanti, E., Qomariah, N., & Suharto, A. Pengaruh Harga, Kualitas Produk Dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Sebagai Variabel Intervening Pada Depot Mie Pangsit Jember. *Jurnal Manajemen Dan Bisnis Indonesia*, 2(1) (2016).
- [12] Kotler, Philip; Armstrong, Garry, *Prinsip-prinsip Pemasaran*, Jilid 1, Erlangga, Jakarta (2008).
- [13] Lovelock, christoper, Jochen Wirtz, & Jacky Mussry. (terj. Dian wulandari & Devri Bernadi Putera). *Pemasaran jasa*. Edisi 7. Jilid 2. Jakarta: Erlangga (2010).
- [14] Maharani, Astri Dhiyah, Analisis Pengaruh Kepercayaan dan Kepuasan Terhadap Loyalitas Nasabah Tabungan Bank Mega Syariah Cabang Semarang, Semarang: Universitas Diponegoro Semarang (2010).
- [15] Mu’ah, M., & Masram, M. *Loyalitas Pelanggan: Tinjauan Aspek Pelayanan dan Biaya Peralihan*. Zifatama 2014.
- [16] Nggaur, Dionisius Apecilus. Pengaruh harga suasana café dan kualitas pelayanan terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel moderator. *Jurnal fakultas ekonomi* (2018).
- [17] Putro, Shandy Widjoyo., et al. Pengaruh Kualitas Layanan dan Kualitas Produk Terhadap Kepuasan Pelanggan dan Loyalitas Konsumen Restoran Happy Garden Surabaya. *Jurnal Manajemen Pemasaran* 2(1) (2014).
- [18] Qomariah, N.. *Marketing Adactive Strategy*. Cahaya Ilmu (2016). https://www.researchgate.net/publication/326623130_MARKETING_ADACTIVE_STRATEGY
- [19] Qomariah, N. Impact of Customer Value, Brand Image and Product Attributes to Satisfaction and Loyalty Tourism Visitors in Jember Regency. *Mediterranean Journal of Social Sciences*, 8(5–1), (2018) 129–135. <https://doi.org/10.2478/mjss-2018-0105>
- [20] Ratnasari Tri Ririn, Mastuti H Aksa. *Manajemen Pemasaran Jasa*. Penerbit: Ghalia Indonesia (2011).
- [21] Rizan, Mohammad & Harun Arrasyid. Analisis Asosiasi Merek, Nilai Produk, dan Kualitas Pelayanan, Serta Pengaruhnya terhadap Kepuasan dan Loyalitas Konsumen Sepeda Motor di Bekasi. *Jurna siasat bisnis*, 12(2) (2008). Agustus. journal.uui.ac.id.
- [22] Rosalina, M., Qomariah, N., & Sari, M. I. Dampak Promosi , Harga Dan Kualitas Produk Terhadap Loyalitas Konsumen Oppo Smartphone. *Jurnal Penelitian IPTEKS*, 4(2) (2019) 161–174.
- [23] Saleleng, Nia C.M., Christoffel Kojo dan Merlyn Karuntu. Kualitas Produk dan Kualitas Pelayanan Pengaruhnya Terhadap Kepuasan Pelanggan Kartu Prabayar Telkomsel. *Jurnal EMBA* 2(3) (2014).
- [24] Siagian, Hotlan., Cahyono, Hotlan., Analisis Website Quality, Trust, dan Loyalty Pelanggan Online Shop. *Jurnal Manajemen Pemasaran* 8(2) (2014),.
- [25] Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet (2016).
- [26] Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung (2017).
- [27] Sulaiman, Suriadi, Pratama, A., Veronika, & Agusthera, D. D. Analysis of the effect of store atmosphere and store image and store location on customer loyalty through purchase decision customer Matahari department store in Samarinda city. *International Journal of Scientific and Technology Research*, 9(3) (2020) 3508–3513. <https://www.google.com/url?client=internal-element-cse&cx=015665522297807158791:e4ankvq01v0&q=http://www.ijstr.org/final-print/mar2020/Analysis-Of-The-Effect-Of-Store-Atmosphere-And-Store-Image-And-Store-Location-On-Customer-Loyalty-Through-Purchase-Decis>
- [28] Sutrisno, Cahyono, D., & Qomariah, N.. Analisis Kualitas Pelayanan , Kepercayaan Serta Citra Koperasi Terhadap Kepuasan Dan Loyalitas Anggota. *Jurnal Sains Manajemen & Bisnis Indonesia*, 7(2) (2017) 157–174.
- [29] Umar, Husein. *Riset pemasaran dan perilaku konsumen*. Jakarta: PT. Gramedia Pustaka Utama (2002).
- [30] Utami, W. Christina. *Manajemen ritel strategi dan implementasi ritel modern*. Jakarta: Salemba Empat (2006).
- [31] Utami, W. Christina. *Manajemen ritel: strategi dan implementasi operasional bisnis ritel modern di Indonesia*. Jakarta: Salemba Empat (2017).
- [32] Wibowo. *Perilaku Dalam Organisasi*. Edisi 1-2. Jakarta: Rajawali Pers (2014).
- [33] Widodo. *Upaya Peningkatan Kinerja Inovatif Berbasis Pola Kerja Cerdas Dalam Konteks Teknologi Informasi*. 13 (2014).
- [34] Yamin, Sofyan. *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling*. Jakarta: Penerbit Salemba Infotek (2011).