Strategy Of Maintaining Customer Loyalty With Satisfaction As Intervening Variable At Coffee Shop Underpass Gresik

by Woro Utari

STRATEGY OF MAINTAINING CUSTOMER LOYALTY WITH SATISFACTION AS INTERVENING VARIABLE AT COFFEE SHOP UNDERPASS GRESIK

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Abstract

This study aims to examine and analyze the effect of service quality and trust on customer loyalty. The sampling technique used in this study was non-probability sampling, namely accidental sampling with a total of 100 respondents. The data analysis technique in this study uses hypothesis testing using path analysis or what is called Path Analysis with the help of the SPSS version 20 program. The type of data used in this study is questionnaire / questionnaire data. The results of this study indicate that service quality has a significant effect on satisfaction but has no significant effect on loyalty, trust has a significant effect on loyalty, and satisfaction has a significant effect on customer loyalty. However, in the indirect test, service quality has a significant indirect effect on customer loyalty through satisfaction, and trust does not directly affect customer loyalty through satisfaction.

Keywords: *Service Quality, Trust, Customer Loyalty, Satisfaction.*

Introduction

Coffee has become very popular among the people of Indonesia and in this current era, the food and beverage service industry is growing rapidly, especially the development of the

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coffee shop business which is being crowded among the people of Indonesia. Supported by the development of young people who like coffee-based drinks, many people in the community create coffee shop business ideas with various flavors and not only provide coffee but coffee shops can also provide food menus, such as the Underpass coffee shop which provides a coffee drink menu. and other beverage variants to food. This Underpass coffee shop is located on Menganti Highway, Gresik district.

Muhammad Ainun Nasihin et al. (2020) explains that coffee shop business owners must be able to do something that implements a business strategy, such as conducting a SWOT analysis to develop long-term strategies so that business directions and goals can be achieved clearly and can immediately take action. the right decisions in dealing with competitors and can provide added value and differ from competitors. So the coffee shop businessmen must have a strategy in order to run their business well and can provide maximum quality of service to get loyalty and satisfaction from customers.

Satisfaction can be interpreted as a feeling of satisfaction, pleasure, and relief experienced by customers because they have consumed or received a product or service with excellent quality and service. According to (Kotler and Keller, 2018) satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (or result) to expectations. If the performance matches the customer's expectations, the customer will feel satisfied, in addition, if the performance exceeds the customer's expectation, the customer will be more satisfied or happy. According to (Rafiah, 2019) If expectations are met, the buyer will feel satisfied and confident, it can be concluded that satisfaction will arise if the performance provided meets customer expectations or expectations.

Customer loyalty is a form of customer loyalty to use a product or service continuously, because it has high satisfaction with the product or service used. Customer loyalty is very important for every area of business because good relationships with customers can make a business survive and strong. (Putri & Utomo, 2017) concluded that loyalty is a customer commitment to persist deeply to re-subscribe or re-purchase selected products / services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavioral changes.

Quality of service is one of the keys that must be owned by companies, whether new companies or companies that have started their business for years. Service quality is the level of service related to meeting consumer expectations and needs, which means that service can

be called quality if it meets most of the expectations of consumers and if the quality of service or service performance provided is very good then this is very influential in increasing customer satisfaction.

Mutmainnah (2018) has developed five dimensions to assess service quality, as follows: 1) tangibility, namely the physical form of the service, may consist of room cleanliness, information on equipment, and several other physical facilities, 2) reliability, namely the willingness of providers to provide services. which is in accordance with the promises that have been delivered, 3) responsiveness which is the willingness of employees to help customers both when facing problems or there are no problems, 4) assurance, namely guarantees that the services provided by the company through its employees are carried out in a polite, friendly and trustworthy manner, and 5) empathy which is a caring attitude from service providers to consumers. Service quality can also affect customer satisfaction, as explained by (Liung & Syah, 2017) saying that good service quality will make customers satisfied. Service quality is an effort to create comfort for customers so that customers feel that they get far more value than expected (Sumual *et al.*, 2021). So with this quality service can increase the value of the company and also have an effect on getting customer satisfaction and it can be concluded that service quality is very important for every company.

Customer trust is the main factor that is considered when buying the desired product. This is due to the fact that before consumers buy or enjoy a product, producers and companies must gain customer trust in the products offered, meaning that if consumers have trusted a coffee shop provided by businessmen, this can allow consumers to increase their desire to make purchases. at the coffee shop all the time (Mahendra & Indriyani, 2018) explains that trust is a foundation of a business, in order to gain the trust of consumers, service is the front line in a coffee shop business, through good service there will be consumer satisfaction with the quality of service in a coffee shop.

The new coffee shops that have sprung up show that the people of Gresik like to enjoy a drink while relaxing and enjoying the atmosphere in a coffee shop. From small coffee shops to large coffee shops providing premium coffee and locations to drink coffee at very affordable prices to enjoy. The uniqueness or characteristics of a coffee shop can be a differentiator coupled with its own advantages in the eyes of consumers in order to create a satisfaction for consumers (Asyura Rangkuti, 2021). The number of coffee shop business competitors in Gresik is a challenge for coffee shop business actors to survive and improve the quality of their products. Currently, there are many competitors who offer coffee drink

STRATEGY OF MAINTAINING CUSTOMER LOYALTY WITH SATISFACTION AS INTERVENING VARIABLE AT COFFEE SHOP UNDERPASS GRESIK
Woro Utari
Nurus Sobakh
Waras
Melyana Arta Sari Sirait

18

products at affordable prices and good quality in Gresik. This can trigger an unstable level of sales by coffee shop business actors, for that coffee shop business actors are required to prioritize the quality of the coffee drink products sold and the quality of service in order to satisfy their customers.

The results of research conducted by (Putri & Utomo, 2017) entitled "The Effect of Service Quality on Customer Loyalty with Satisfaction as an Intervening Variable" shows that service quality has a direct effect on customer loyalty. Meanwhile, according to (Agiesta *et al.*, 2021) he results of the study show that service quality has no effect on customer loyalty. In addition, the results of research conducted by (Supertini *et al.*, 2020) with the title "The Effect of Customer Trust and Satisfaction on Customer Loyalty in Kebaya Heritage in Singaraja" shows that customer trust and satisfaction affect customer loyalty. Likewise, the results of research conducted (Yuniarta *et al.*, 2019) with the title "The Effect of Service Quality on Customer Satisfaction at PT Otomoto Mantos" shows that service quality affects customer satisfaction. Another study related to customer trust was conducted by (Buddy *et al.*, 2019) the results showed that trust had an effect on customer satisfaction. And the research conducted by (Rohana, 2020) with the title "The Effect of Satisfaction on Customer Loyalty" the results of the study show that customer satisfaction has an effect on customer loyalty.

Literature review
Customer loyalty

Understanding loyal is loyal or loyalty can also be interpreted as a loyalty according to (Dwiyanto, 2021) Customer loyalty is a commitment held by customers to continue to use a product if the company provides quality services to its customers, it will require a desire to reuse the service. This results in customer loyalty to the company.

Meanwhile, according to Kotler and Keller (2018) states that customer loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. Many things affect customer loyalty, including customer trust, customer satisfaction and service quality. Based on the benefits of customer loyalty, the company must be able to provide quality service and satisfy customers, this is because customer loyalty is an important factor that must be considered by companies in order to get customer loyalty.

The indicators used to measure loyalty according to Orel and Kara Dalam (Mardian & Muhammad, 2020) are as follows:

1. Repurchase
2. Recommend company
3. Make the company a priority
4. Talk about positive things about the company.

Satisfaction

Satisfaction according to Kotler and Kettel (2018) explains that satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (or result) to expectations. If the performance matches the expectations of the customer, the customer will feel satisfied, in addition, if the performance exceeds the expectation, the customer will be more satisfied and happy.

Meanwhile, according to (Tjiptono, 2017), customer satisfaction is a key element in modern marketing thinking and practice. Based on the theoretical explanation above, it can be concluded that satisfaction is a response or response from customers in the form of feelings or assessments of the use of products or services, where expectations and needs are met, then customer satisfaction greatly contributes to various important aspects such as consumer trust and also increases the assessment of each company because consumers feel satisfied and believe in the products or services they receive (Noor et al., 2020).

According to Ranaweera, et al as quoted by Yanti in Ema & Akhirman (2020) customer satisfaction attributes are formed by indicators which include questions including:

1. Experience: An indicator that shows customer satisfaction during a relationship with the company.
2. Expectation: An indicator that shows the suitability of the product or service offered with customer expectations as perceived by customers.
3. Overall Satisfaction: An indicator that shows the level of customer satisfaction with the service provider or product as a whole.

Service Quality

Service quality according to (Dwiyanto, 2021) is the most important thing for the sustainability of a company, if the service provided by the company is not of high quality, then the customer will be disappointed and not interested in using the service or product and

in the end the customer will look for a similar service or product. provided by other companies.

Service quality can be known by comparing the perceptions of consumers or services that they actually receive or get with the services they actually expect or want on the service attributes of a company (Wulandari & Suwitho, 2017). Thus, the quality of service can be obtained by a company if every company can provide services that are in accordance with what customers expect consistently, good service will help every company get satisfaction from customers (Utari & Iswoyo, 2016).

The 5 indicators that can be used to measure service quality identified by Tjiptono (2017) include:

1. Tangible, includes the appearance of facilities, equipment, employees and means of communication.
2. Reliability, the ability to provide the promised service immediately, accurately, and satisfactorily. This means that the company provides the right service.
3. Responsiveness, the desire and willingness to build consumers and provide services with responsiveness and good service.
4. Assurance, includes understanding, competence, courtesy and trustworthiness of employees, free from risk, physical danger or doubts.
5. Empathy, includes ease in establishing relationships, effective and effective communication, personal attention and understanding of the individual needs of customers.

Trust

Consumer trust is all knowledge possessed by customers and all conclusions made by customers about objects, attributes and benefits (Sigalingging, 2017). Meanwhile, according to Peppers & Rogers in (Andayani, 2020) Trust is the belief of one party in the reliability, durability and integrity of the other party in the relationship and the belief that his actions are in the best interest and will produce positive results for the trusted party.

According to Shamdasani & Balakrishnan in (Andayani, 2020) there are several indicators of customer trust, which are as follows:

1. Integrity or completeness, in this research complete is the compatibility between what is said and done by the company that makes consumers believe.

2. Reliability or reliability, namely the consistency of a series of measurements, in this study the intended reliability is to measure the company's consistency in doing its business from the past until now.

3. Contact personnel (people who connect the company with consumers). Contact personnel are assessed based on individual effectiveness in delivering services, such as receptionists, telephone operators, secretaries and others.

4. Physical environment (physical environment), which is a state around and the conditions in which a person is located.

Hypothesis Development

The Effect of Service Quality on Satisfaction

Service quality is an important factor and root that is able to provide satisfaction for customers related to the results of the behavior of disseminating customer information through word of mouth such as complaints (Sumual *et al*, 2021)

The results of research conducted by (Putri & Utomo, 2017) that service quality and satisfaction have a significant effect on satisfaction. This is evidenced by the t-count value of 9.679 with a significant level of 0.000 <0.05; and a regression coefficient of 0.708 and a coefficient of determination of 0.496 which means that the service quality variable can explain the customer satisfaction variable of 49.6%. This means that it can be concluded that service quality has a significant effect on customer satisfaction.

The Effect of Trust on Satisfaction

Customer trust is defined as a thought, feeling, emotion or behavior that is manifested when the customer feels that the provider can be relied on to act in the consumer's interest when the consumer submits direct control to Leninkumar in Mahendra & Indriyani, 2018). So customer trust is closely related to customer satisfaction with a product or service.

The results of research conducted by (Ema *et al*., 2020) Trust partially affects satisfaction. This is evidenced by the value of sig. given is smaller than the significant level and the t-count value is greater than the t-table value. It can be concluded that the better the service or product provided by each company is able to create trust and the satisfaction of customers will also increase.

STRATEGY OF MAINTAINING CUSTOMER LOYALTY WITH SATISFACTION AS INTERVENING   22
VARIABLE AT COFFEE SHOP UNDERPASS GRESIK
Woro Utari
Nurus Sobakh
Waras
Melyana Arta Sari Sirait

The Effect of Service Quality on Customer Loyalty

Service quality is a major factor in influencing consumers to be loyal or loyal, because consumers who are satisfied with their personal assessment will take a positive attitude towards service, then this will make consumers loyal to the company (Subawa & Sulistyawati, 2020)

From the results of research according to (Putri & Utomo, 2017) explains that service quality has a positive effect on customer loyalty. It is proven based on the results of the calculation of the regression analysis on the calculated t value of 7.260 with a significant level of 0.000 <0.05 and a regression coefficient of 0.601. With a coefficient of determination of 0.335, which means that the service quality variable can only explain the Customer Loyalty variable of 35.5%, the remaining 64.5% is explained by other variables not included in this study. Based on this conclusion, it is proven that Service Quality has a significant effect on Customer Loyalty.

The Effect of Trust on Customer Loyalty

According to Mowen and Minor in Supertini et al, (2020) explain that trust is the knowledge that customers have and all conclusions that customers make in assessing objects, attributes and benefits. The relationship between the trust variable and customer loyalty is that the higher the consumer's trust in a company that provides products or services, the results obtained are higher customer loyalty.

From the results of the study according to (Ema *et al*., 2020) explaining that trust has a partial effect on customer loyalty. This is evidenced by the value of sig. given is smaller than the significant level and the t-count value is greater than the t-table value. So it can be concluded that the better the service or product received by the customer from a company, the more customer trust will result in the emergence of customer loyalty.

The Effect of Satisfaction on Customer Loyalty

Consumer satisfaction is an important variable in getting customer loyalty, because when consumers are satisfied with the services or products that have been provided, consumers will use the service or buy the product, so that from this satisfaction can create loyal or loyal customers. Dissatisfied customers can be a threat to service providers by spreading negative opinions by word of mouth (Wirtz & Lovelock, 2018).

Based on the results of research (Napitupulu & Lukiyana, 2017) explaining the results of the hypothesis, there is evidence that partially, satisfaction has a significant effect on loyalty. This is evidenced by the results presented in the coefficient table sig column. shows that the effect of satisfaction on loyalty is significant because the results of the column sig 0.000 <0.05 and by comparing the results of t count with t table with the results of the t count column showing the number 10,865 > t table 1.96. because the t-count result is greater than the t-table result, it can be concluded that satisfaction has a significant effect on loyalty.

Based on the problems that have been described, the following conceptual framework is contained in the research model in the following figure:

Figure 1. Conceptual Framework
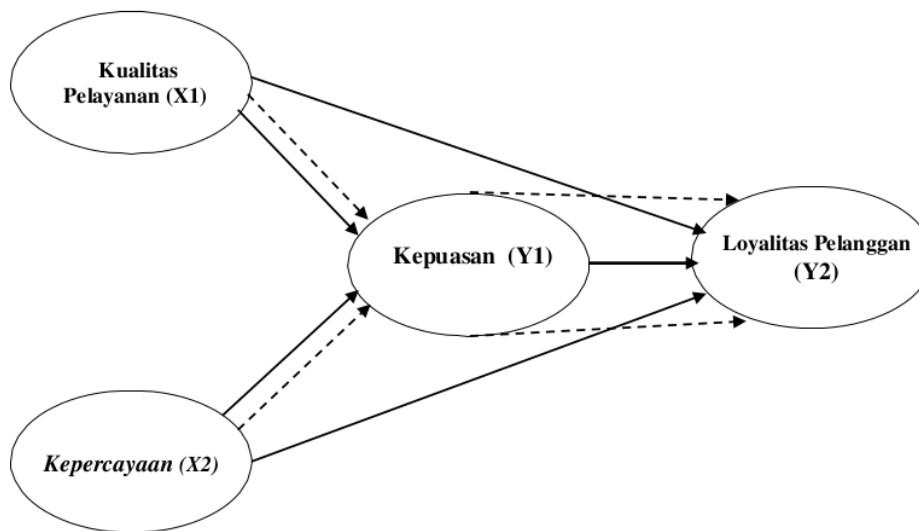
Based on the existing theory, it can be concluded that this research hypothesis is as follows:

1. Service quality has a significant effect on satisfaction at the Coffee Shop Underpass Gresik.
2. Trust has a significant effect on satisfaction at the Coffee Shop Underpass Gresik.
3. Quality of Service has a significant effect on Customer Loyalty at the Coffee Shop Underpass Gresik.
4. Trust has a significant effect on Customer Loyalty at the Coffee Shop Underpass Gresik.

5. Quality of Service indirectly has a significant effect on Customer Loyalty through Satisfaction at the Coffee Shop Underpass Gresik.

6. Trust indirectly has a significant effect on customer loyalty through satisfaction at the Coffee Shop Underpass Gresik.

7. Satisfaction has a significant effect on customer loyalty at the Coffee Shop Underpass Gresik.

Research methods

Research Types and Approaches

This type of research is explanatory research with a quantitative research approach. The main reason for this study using the explanatory research method is to test the proposed hypothesis, so from this study it can explain the relationship or influence between the independent variables on the dependent variable contained in the hypothesis according to (Sugiyono, 2017). The quantitative method is referred to as the scientific method because in this method it meets scientific rules, namely concrete, objective, measurable, rational and systematic with research data in the form of numbers and analysis using statistics (Sugiyono, 2017).

Population, Sample and Sampling Technique

The population in this study were all customers at the Coffee Shop Underpass Gresik. In this study, the samples taken were all customers at the Coffee Shop Underpass Gresik. The number of populations used is as many as 100 respondents with the determination of the sample. Because the population of this study was not identified or not known for certain, in determining the sample the researcher used the Rao Purba formula in (Hastono, 2019) as follows:

$$n = \frac{Z^2}{4(moe)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$n = 96,04$ or 96, and rounded to 100

Information:

n   = Number of samples

z   = Normal distribution rate at significant rate 95% (1,96)

moe = Margin of Error Max, is the maximum tolerable sampling error rate of 10%.

The sampling technique used in this study was non-probability sampling, namely incidental/accidental sampling. In this study the selected customers are customers at the Coffee Shop Underpass Gresik.

Method of Collecting Data

The data collection carried out by the researcher was using a questionnaire. The data was obtained by providing a questionnaire/questionnaire to the research sample. According to Sugiyono (2017) a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. So in conclusion, the data in this study were obtained from questionnaires filled out by respondents which included the identity and responses of respondents regarding Service Quality, Trust, Satisfaction and Customer Loyalty.

Data Analysis Techniques

The data analysis technique in this research uses path analysis or what is called path analysis. Path analysis is an analytical technique developed by Sewal Wright in 1943. Path Analysis is the use of regression analysis to estimate causality between predetermined variables based on Ghozali's (2021) theory. Path analysis is used to examine the relationship between a set of independent variables and the dependent variable.

Research Result

Description of Research Variables

In this study, there are 4 (four) variables studied, which consist of the independent variable X1 Service Quality, X2 Trust and the dependent variable, namely Y1 Satisfaction and as an intervening variable, Y2 Customer Loyalty.

Table 1. Description of Research Variables

No.	Variable	Information
1	Service quality	3,44
2	Trust	3,44
3	Satisfaction	3,48
4	Customer loyalty	3,39

Source: Data processed from questionnaire results, 2022

The results of the descriptive analysis on the service quality variable X1 show that the total average value included in the very good category with an average value of 3.44. The

results of the descriptive analysis on the X2 trust variable show that the total average value that is included in the category of very trust with a value of 3.44. The results of the descriptive analysis on the Y1 satisfaction variable showed that the total average value included in the very satisfied category with an average value of 3.48. The results of the descriptive analysis on the variable Y2 Customer Loyalty indicate that the total average value is included in the very loyal category with a value of 3.39.

Path Analysis
1. Regression Model 1

The results of the path analysis test of the Summary Model of service quality variables (X1), trust (X2), and satisfaction (Y1) as intervening variables (directly) can be seen in the following table:

Table 2. Results of Summary Model Analysis of Service Quality, Trust to Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663[a]	.440	.428	2.063
a. Predictors: (Constant), Service Quality, Trust				

Source: Processed Data Analysis Results, 2022

The results of the path analysis test Coefficientsa variable service quality (X1), trust (X2), to satisfaction (Y1) as an intervening variable (directly) can be seen in the following table:

**Table 3. Results of Coefficients [a] Service Quality, Trust to Satisfaction**

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.425	1.461		5.766	.000
	Service Quality	.225	.083	.368	2.716	.008
	Trust	.316	.132	.325	2.397	.018
a. Dependent Variable: Satisfaction						

Source: Processed Data Analysis Results, 2022

Based on the results in the table above, it is known the magnitude of the influence of the service quality variable on satisfaction, this is indicated by the value of the regression coefficient of 0.368 more than 0.6 and the value of sig 0.008 <0.05 and the large influence of the trust variable on satisfaction, this is indicated by the results of the regression coefficient of 0.325 are more than 0.6 and the value of sig is 0.018 <0.05. So, the quality of service and the confidence coefficient of determination is 44%, which means that the

contribution of the influence of service quality in explaining customer satisfaction is 44% while the remaining 56% is explained in other variables not examined in this study, so that Service Quality has a significant effect on satisfaction. and Trust has a significant effect on Satisfaction at the Coffee Shop Underpass Gresik.

Meanwhile the formula e1 = (1-0.440) = 0.748

Figure 2. Path Diagram of Service Quality Variables (X1) and Trust (X2) Satisfaction (Y1)
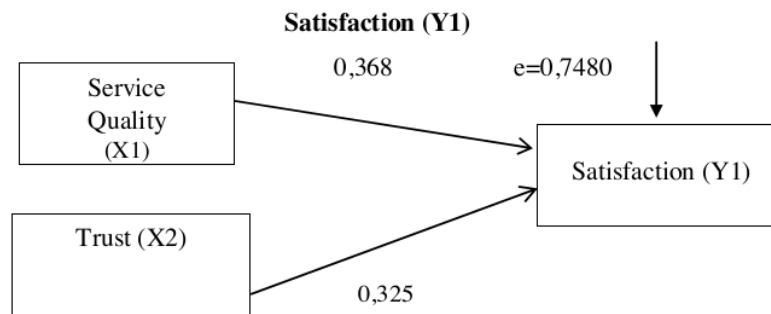
2. Regression Model II

The results of the path analysis test of the Summary Model of service quality variables (X1), trust (X2), and satisfaction (Y1) as intervening variables (directly) can be seen in the following table:

Table 2. Results of Summary Model Analysis of Service Quality, Trust, Satisfaction to Customer Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825[a]	.681	.671	1.527
a. Predictors: (Constant), Service Quality, Trust, Satisfaction				

Source: Processed Data Analysis Results, 2022

The magnitude of the R-square value contained in the model summary table is 0.681, this indicates that the contribution of X1, X2, and Y1 to Y2 is 68.1% while the remaining 31.9% is a contribution from other variables not examined in this study.

The results of the path analysis test coefficients[a] variable service quality (X1), trust (X2), satisfaction (Y1) on customer loyalty (Y2) can be seen in the following table:

Table 4. Results of Coefficients[a] Analysis of Service Quality, Trust, Satisfaction with Customer Loyalty

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.517	1.253		.412	.681
	Service Quality	.018	.064	.030	.279	.781
	Trust	.503	.101	.530	5.008	.000
	Satisfaction	.344	.075	.352	4.577	.000
a. Dependent Variable: Customer Loyalty						

Source: Processed Data Analysis Results, 2022

Based on the regression model table II in the coefficient section, it is known that the significance value of the three variables, namely X1 = 0.781 has a significance value greater than 0.05, X2 Trust = has a significant value = 0.000 and Y1 Customer satisfaction has a significance value of 0.000 both variables have a significant value less than 0.05, while the service quality variable has no significant effect on customer loyalty.

In this study using path analysis to analyze the influence of variables either directly or indirectly, then the following are the results of calculating the influence of indirect variables, namely:

a. Service quality (X1) indirectly has a significant effect on customer loyalty (Y2) through satisfaction (Y1):

It is known that the direct effect given by X1 to Y2 is 0.030, while the effect of X1 through Y1 on Y2 by using the formula $(\beta X1Y1)+(\beta Y1Y2)$, namely: 0.368 x 0.352 = 0.129, then the total effect given by X1 to Y2 is 0.030 + 0.129 = 0.159, so based on the results of the above calculations it is known that the direct influence value is 0.030 and the indirect effect is 0.129, which means that the indirect effect has a greater value than the direct effect, then these results indicate that indirectly the service quality of X1 through Y1 satisfaction has a significant influence. to Y2 Customer loyalty.

b. Trust (X2) has a significant indirect effect on Customer Loyalty (Y2) through Satisfaction (Y1).

It is known that the direct effect given by X2 to Y2 is 0.530, while the effect of X2 through Y1 on Y2 by using $(\beta X2Y1)+(\beta Y1Y2)$ is: 0.325 x 0.352 = 0.114, then the total effect given by X2 to Y2 is 0.530 + 0.114 = 0.644 , based on the results of the calculation above, it is known that the direct influence value is 0.530 and the indirect effect is 0.114, which means that the indirect effect has a smaller value than the direct

effect, then these results indicate that indirectly X2 Trust through Y1 Satisfaction has no significant effect on Y2 Loyalty customer.

Meanwhile for the value of e2 = (1-0.681) = 0.5621

Figure 3. Path Diagram of Service Quality (X1) and Trust (X2) Satisfaction (Y1) and Customer Loyalty
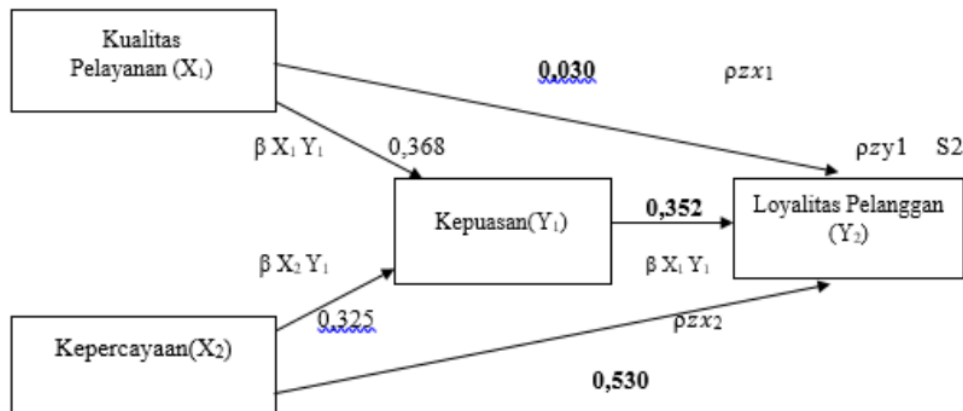
Discussion

Service Quality has a significant effect on satisfaction

From the results of the above analysis obtained a significant value of X1 of 0.008 < 0.05, so it can be concluded that there is a direct significant effect of service quality (X1) on customer satisfaction (Y1). So the first hypothesis which reads "there is a significant influence between service quality and satisfaction" is accepted.

So the results of this study indicate that service quality has a positive effect on the satisfaction variable, which means that there is a unidirectional relationship. So that the better the quality of service, the higher the value of satisfaction that will be received. Service quality is important and plays a major role in the sustainability of every business, if the quality of service is not of high quality, the customer will not be satisfied (Dwiyanto, 2021).

So in theory the quality of service is very influential on the satisfaction of each customer. The results of this study are in accordance with research conducted by (Putri & Utomo, 2017) which states that service quality has a significant effect on satisfaction.

STRATEGY OF MAINTAINING CUSTOMER LOYALTY WITH SATISFACTION AS INTERVENING VARIABLE AT COFFEE SHOP UNDERPASS GRESIK
Woro Utari
Nurus Sobakh
Waras
Melyana Arta Sari Sirait

30

Trust has a significant effect on satisfaction

From the results of the above analysis obtained a significant value of X2 to Y1 of 0.018 < 0.05, so it can be concluded that there is a direct significant effect of trust (X2) on satisfaction (Y1). " received.

So from the results of this study it can be concluded that trust has a positive effect on satisfaction, trust from customers is a very important attitude for all business people, so trust can arise due to feelings of satisfaction. So it can be concluded that customer trust is a strong foundation for business people (Mahendra & Indriyani, 2018). The results in this study are in accordance with the research conducted by (Ema et al., 2020) which states that trust has an effect on satisfaction.

Service Quality has a significant effect on Customer Loyalty

Based on the results of the analysis above, the significant value of X2 against Y1 is 0.781 > 0.05, so it can be concluded that there is no direct significant effect of X1 on Y2. So the third hypothesis which reads "there is a significant influence between service quality and customer loyalty" is rejected.

So the results of this study indicate that not always good service quality will make visitors/consumers completely loyal, because sometimes someone visits a coffee shop according to their needs or in accordance with existing customer conditions, there is a high possibility that consumers will feel satisfied with good service quality, but this is uncertain and will make consumers loyal because there is a need or suitability factor from the customer. The results in this study are in accordance with research that has been carried out by (Eva Napitupulu & Lukiyana, 2017). However, in a study conducted by (Putri & Utomo, 2017) stated that service quality affects customer loyalty.

Trust has a significant effect on Customer Loyalty

Based on the results of the data analysis above, a significant value of 0.000 < 0.05 is obtained, so it can be concluded that there is a direct significant effect of X2 on Y2. So the fourth hypothesis which reads "there is a significant influence between trust and customer loyalty" is accepted.

In this case, it can be explained that establishing customer trust is one way to create and retain customers (Mahendra & Indriyani, 2018). It can be interpreted that the trust of the customer is an important foundation in business continuity, if the customer believes then the

customer will not have a feeling of doubt, so that trust can build customer loyalty. The results in this study are in accordance with the research used by (Ema *et al*., 2020) which states that trust has a significant effect on customer loyalty.

Service Quality indirectly has a significant effect on Customer Loyalty through Satisfaction

Based on the results of data analysis, it is known that the direct influence value is 0.030 and the indirect effect is 0.129, which means that the indirect effect has a greater value than the direct effect, so these results indicate that indirectly the service quality of X1 through Y1 satisfaction has a significant influence on Y2 Loyalty customer. So the fifth hypothesis which reads "Service Quality (X1) indirectly has a significant effect on Customer Loyalty (Y2) through Satisfaction (Y1) at Coffee Shop Underpass Gresik". received.

So the results of this study indicate that service quality and satisfaction indirectly have a very close relationship, a service quality will provide encouragement to consumers to establish strong ties or relationships with the company or every business actor (Napitupulu & Lukiyana, 2017), can be concluded that customer satisfaction can be obtained from the results of the quality of service provided, so that when the service quality is good, the customer will feel satisfied and this will affect the loyalty of the customer.

The results in this study are in accordance with research conducted by (Ema *et al*., 2020) which states that service quality has an indirect effect on loyalty through satisfaction.

Trust indirectly affects Customer Loyalty through Satisfaction

Based on the results of data analysis, it is known that the direct influence value is 0.530 and the indirect effect is 0.114, which means that the indirect effect has a smaller value than the direct effect, so these results indicate that indirectly X2 Trust through Y1 satisfaction has no significant effect on Y2 Customer loyalty . So the sixth hypothesis which reads "trust (X2) indirectly has a significant effect on Customer Loyalty (Y2) through Satisfaction (Y1) at the Coffee Shop Underpass Gresik" is rejected.

With this it can be explained that every customer who visits a coffee shop can feel satisfied, but customer satisfaction does not always affect trust or loyalty, this is because every customer at a coffee shop will visit according to their needs, so that customers do not visit every time. customer distrust is caused by a discrepancy with what the customer

expects.

The results of this study are in accordance with research conducted by (Dwiyanto, 2021). So it can be concluded that in this study the satisfaction variable cannot be an intervening variable on the variables of customer trust and loyalty.

Satisfaction has a significant effect on Customer Loyalty

From the results of the analysis of data processing above, a significant value of 0.000 <0.05 is obtained, so it can be concluded that there is a direct significant effect of Y1 on Y2. So the seventh hypothesis which reads "there is a significant influence between satisfaction and customer loyalty" is accepted.

From the results of this study it can be interpreted that customer satisfaction will determine customers will visit again so that this results in visitors becoming loyal. Satisfaction itself can be explained as an attitude or feeling of pleasure when receiving something that meets expectations or exceeds expectations. The creation of a high level of satisfaction encourages the growth of a continuous commitment bond between customers and business actors (Park et at, 2017 in Dwiyanto, 2021). The results of this study are in accordance with research conducted by (Ema *et al.*, 2020) which states that satisfaction affects customer loyalty.

Conclusions and suggestions

Conclusion

Based on the results of data analysis and hypothesis testing in this study, the following conclusions can be drawn:

1. The quality of service and trust is considered very good by consumers at the Coffee Shop Underpass Gresik. Likewise, customer satisfaction and loyalty are considered very good by consumers at the Coffee Shop Underpass Gresik.
2. Service quality has a significant effect on satisfaction at the Coffee Shop Underpass Gresik.
3. Trust has a significant effect on satisfaction at the Coffee Shop Underpass Gresik.
4. Service quality has no significant effect on customer loyalty of Coffee Shop Underpass Gresik.
5. Trust has a significant effect on customer loyalty at the Coffee Shop Underpass Gresik.

6. Service quality has an indirect effect on customer loyalty through satisfaction at the Coffee Shop Underpass Gresik

7. Trust does not indirectly affect customer loyalty through satisfaction at the Coffee Shop Underpass Gresik

8. Satisfaction has a significant effect on customer loyalty at the Coffee Shop Underpass Gresik.

Suggestion

Based on the results of the study, discussion and conclusions obtained, the researchers tried to provide suggestions to be taken into consideration in the following improvements:

1. The manager of the Coffee Shop Underpass Gresik can continue to improve the quality of service either by improving services or products, so that this can increase customer satisfaction, trust and loyalty.

2. Underpass coffee shop managers must increase consumer confidence in Underpas coffee shops by improving employee performance in providing services to consumers and increasing the taste in each menu so as to increase consumer confidence.

3. This study only examines or examines service quality, trust, customer loyalty and customer satisfaction. Therefore, it is hoped that further research can pay attention to other variables that can affect customer loyalty and customer satisfaction.

4. Further research is expected to be able to conduct research openly by including questions, in order to dig deeper into the information regarding responses from respondents.

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STRATEGY OF MAINTAINING CUSTOMER LOYALTY WITH SATISFACTION AS INTERVENING   34
VARIABLE AT COFFEE SHOP UNDERPASS GRESIK
Woro Utari
Nurus Sobakh
Waras
Melyana Arta Sari Sirait

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STRATEGY OF MAINTAINING CUSTOMER LOYALTY WITH SATISFACTION AS INTERVENING VARIABLE AT COFFEE SHOP UNDERPASS GRESIK
Woro Utari
Nurus Sobakh
Waras
Melyana Arta Sari Sirait

36

Strategy Of Maintaining Customer Loyalty With Satisfaction As Intervening Variable At Coffee Shop Underpass Gresik