

The Influence of Product Quality, Price, and Service Quality on Customer Loyalty (A Study on Consumers of Klashica Cafe in South Tangerang)

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ABSTRACT

This study examines how product quality, price, and service quality shape customer loyalty in a café setting in BSD City. Grounded in relationship marketing and service quality theory, the research applies a quantitative, cross-sectional design using a structured questionnaire administered to café patrons. Reliability and validity were confirmed prior to estimating the model with multiple regression. Results show that product quality, price fairness, and service excellence each exert positive and significant influences on loyalty. Consistent taste and presentation, transparent pricing, and responsive, empathetic interactions strengthen repeat patronage and willingness to recommend. The study contributes by integrating product, price, and service drivers into a unified loyalty framework for an urban developing market. Managerially, owners should standardize product specifications, communicate clear price policies, and train frontline staff to deliver timely, courteous, and personalized service, thereby building durable loyalty and sustaining competitive advantage in a crowded café landscape, and foster positive word-of-mouth advocacy.

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INTRODUCTION

According to Abdullah (2014), management is defined as the entirety of activities related to executing organizational tasks through the functions of planning, organizing, directing, and controlling, aimed at achieving predetermined organizational goals efficiently and effectively by utilizing available resources (man, money, machine, and method). Similarly, Malayu S.P. Hasibuan (2016) explains that management is both a science and an art that governs the process of utilizing human and other resources in a way that is effective and efficient to achieve specific objectives.

The culinary industry in Indonesia has experienced rapid growth in recent years. Lifestyle changes, urbanization, and rising household incomes have driven the proliferation of cafés and restaurants, particularly in urban areas such as BSD, South Tangerang. In this highly competitive landscape, retaining customers has become a significant challenge for culinary entrepreneurs. One café that is growing and competing in this environment is Klashica Cafe, which offers a diverse menu of food and beverages with a modern concept.

In today's era, people face increasing activity levels and mobility. This busyness drives them to seek places that function not only as venues for eating and drinking but also for gathering, socializing, and even completing work. Cafés have become a primary choice because they provide comfort, a relaxed atmosphere, and various supporting facilities. It is therefore unsurprising that cafés are frequently visited, whether to unwind, meet colleagues, or finish personal tasks.

A notable trend is the behavior of middle-income Generation Z, who share, gather, and spend time in coffee shops, practices once associated with upper-middle segments, thus normalizing cafés as social hubs. Responding to this demand, Klashica Cafe targets the middle segment by offering a unique concept inspired by Middle Eastern culture. From interior design and a menu spanning local, Western, and Mediterranean dishes to shisha services with various flavors, every element is curated to create a distinctive experience compared with conventional cafés.

To retain customers, Klashica Cafe focuses on three key aspects: product quality, competitive pricing, and satisfying service. Nevertheless, based on observation and customer feedback, gaps remain in these areas. For instance, taste and presentation have not been fully standardized; some customers perceive prices as misaligned with the quality offered; and service occasionally fails to meet expectations, particularly during peak hours. Prior studies indicate that product quality, price, and service quality are principal determinants of customer loyalty.

Firmansyah and Yulianto (2024) found that product quality and price have positive and significant effects on loyalty, while service quality, though positive, is not significant. Meanwhile, Efendi et al. (2023) reported that product quality, price, promotion, and service quality jointly have significant effects on customer loyalty in the automotive service sector. Similarly, Febriani and Cipta (2023) in the culinary sector concluded that the three main variables, product, price, and service, significantly influence customer loyalty.

Product quality is a primary attraction in culinary businesses. Tasty, hygienic, and consistent products foster positive experiences and customer satisfaction. According to Kotler and Armstrong (2008), product quality encompasses durability, reliability, and physical appearance, all of which directly shape consumer perceptions of value. Price, on the other hand, serves as a central rational consideration in purchasing decisions. Competitive pricing that reflects value and quality can enhance perceptions of fairness and satisfaction, thereby strengthening loyalty, consistent with Efendi et al. (2023), who find that price significantly influences loyalty in service contexts.

Service quality is an equally important factor. Prompt, friendly, and responsive service can create pleasant customer experiences. Febriani and Cipta (2023) show that service quality has a positive and significant effect on loyalty in the culinary sector. However, not all studies concur. Firmansyah and Yulianto (2024) observe that although the effect of service quality is positive, it is not significant.

These mixed findings indicate a research gap in the context of customer loyalty, particularly within culinary settings that have distinctive characteristics such as Klashica Cafe. Consequently, it is important to conduct further empirical investigation into how product

quality, price, and service quality affect customer loyalty, with the aim of generating more targeted and relevant strategies for café businesses amid intensifying competition.

METHODS

This research employs a quantitative, explanatory, cross-sectional design to test the effects of product quality, price, and service quality on customer loyalty in a café context. The approach is appropriate for examining associative relationships among latent constructs measured via self-reports and analyzed with parametric techniques. The design emphasizes internal coherence between theory, measurement, and inference to ensure credible conclusions.

The empirical setting is Klashica Cafe in BSD City, South Tangerang, an urban market marked by high mobility and intense competition among cafés. The unit of analysis is the individual patron who has recently consumed products or services at the café and can evaluate the focal constructs based on direct experience. This context enables realistic assessment of loyalty formation in an everyday service environment.

The target population comprises all patrons of Klashica Cafe. Because the customer count fluctuates and the population size is unknown, the study uses non-probability accidental (intercept) sampling at the point of service. Sample size adequacy was guided by a standard formula for unknown populations and rounded to approximately one hundred respondents to secure statistical power and allow for unusable cases.

Operational definitions follow established literature and are adapted to the café domain. Product quality encompasses performance, features, conformance, and aesthetics. Price reflects perceived affordability, price–quality congruence, value for money, and competitive parity. Service quality is specified by the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Customer loyalty captures repeat patronage intentions and advocacy behaviors.

Instrument development proceeded through item adaptation from prior studies and expert judgment to ensure content validity and contextual clarity. A pilot test with a small group of café patrons refined wording and response formats. Reliability was examined using Cronbach's alpha and corrected item–total correlations, with problematic items revised or removed before main data collection. Convergent and discriminant indications were inspected through item loadings and cross-item patterns.

Data were collected on-site using self-administered questionnaires distributed after service completion to minimize disruption and recall bias. Respondents received a brief about the study purpose, anonymity, and voluntariness, and provided informed consent. No personally identifying information was retained. Completed forms were screened for missing values and careless responses; minor missingness was addressed with appropriate item-level imputation.

Analytical procedures were conducted with standard statistical software. Descriptive statistics summarized respondent characteristics and construct tendencies. Classical assumptions were assessed prior to inference, including residual normality, multicollinearity via variance inflation factors and tolerance, and heteroskedasticity using established

diagnostics. Hypotheses were tested with multiple linear regression estimating the effects of product quality, price, and service quality on customer loyalty. Model adequacy and explanatory power were evaluated alongside confidence intervals and practical effect sizes.

RESULTS AND DISCUSSION

Descriptive Statistics

The descriptive analysis of the research variables shows that respondents generally expressed positive perceptions of Klashica Café's products, prices, and services. The Product Quality variable (X1) obtained an overall mean score of 4.04 in the agree category, with the highest rating for the aesthetic and appealing presentation of products (4.10) and the lowest for the distinctiveness of product advantages (3.96). The Price variable (X2) received a slightly higher average of 4.13, also in the agree category. Within this variable, the strongest indicator was that the product quality is equivalent to the price paid (4.23, strongly agree), while the lowest was the affordability of prices (4.06, agree).

Meanwhile, the Service Quality variable (X3) achieved an overall mean of 4.08 (agree). Respondents rated employees' understanding of product specifications and café cleanliness highest (both 4.21, strongly agree), whereas the lowest score was for receiving personal attention (3.71, agree). For Customer Loyalty (Y), the overall mean was 3.67 (agree), indicating moderate loyalty. The highest score appeared for interest in trying various menu options (4.06, agree), while the lowest was regular purchasing (3.04, neutral). These results suggest that while Klashica Café is perceived positively in terms of quality, price, and service, customer loyalty remains less strong, particularly in terms of consistent purchase behavior.

Validity Test

The validity test was conducted on 100 respondents using SPSS version 26. Each statement in the questionnaire is considered valid if the Corrected Item-Total Correlation value is greater than the *r* table. The *r* table value was determined by $df = n - 2$, namely $100 - 2 = 98$, resulting in r table = 0.1654 at a 0.05 significance level. The decision rule is: if r calculated > 0.1654 , the item is valid. The test results indicate that all questionnaire items in this study are valid.

Table 1. Validity Test Results for Product Quality (X1)

Item Statement	Corrected Item-Total Correlation	<i>r</i> table	Remark
X1_1	0.640	0.1654	Valid
X1_2	0.643	0.1654	Valid
X1_3	0.614	0.1654	Valid
X1_4	0.601	0.1654	Valid

Based on Table 1, all items of the Perceived Price variable have Corrected Item-Total Correlation values greater than the *r* table (0.1654). Therefore, statements number 1 to 4 are considered valid and can be used in the subsequent data analysis.

Table 2. Validity Test Results for Price Variable (X2)

Item Statement	Corrected Item-Total Correlation	r table	Remark
X2_1	0.751	0.1654	Valid
X2_2	0.732	0.1654	Valid
X2_3	0.767	0.1654	Valid
X2_4	0.749	0.1654	Valid

Based on Table 2, all items of the Perceived Price variable have Corrected Item-Total Correlation values greater than the r table (0.1654). Therefore, statement items number 1 to 4 are considered valid and can be used in the subsequent data analysis.

Table 3. Validity Test Results for Service Quality Variable (X3)

Item Statement	Corrected Item-Total Correlation	r table	Remark
X3_1	0.590	0.1654	Valid
X3_2	0.648	0.1654	Valid
X3_3	0.571	0.1654	Valid
X3_4	0.450	0.1654	Valid
X3_5	0.464	0.1654	Valid

Based on Table 3, all items of the Service Quality variable have Corrected Item-Total Correlation values greater than the r table (0.1654). Therefore, statement items number 1 to 5 are considered valid and can be used in the subsequent data analysis.

Table 4. Validity Test Results for Customer Loyalty Variable (Y)

Item Statement	Corrected Item-Total Correlation	r table	Remark
Y1_1	0.720	0.1654	Valid
Y2_2	0.719	0.1654	Valid
Y3_3	0.604	0.1654	Valid
Y4_4	0.601	0.1654	Valid
Y5_5	0.601	0.1654	Valid
Y6_6	0.513	0.1654	Valid

Based on Table 4, all items of the Customer Loyalty variable have Corrected Item-Total Correlation values greater than the r table (0.1654). Therefore, statement items number 1 to 6 are considered valid and can be used in the subsequent data analysis.

Reliability Test

In the reliability test, only indicators proven valid proceed to the next stage. Instrument reliability is assessed using the Cronbach's Alpha value from SPSS output, with 0.60 as the minimum threshold. Decision guideline: if Cronbach's Alpha > 0.60, the instrument is considered reliable; if < 0.60, the instrument is deemed unreliable.

Table 5. Reliability Test Results for Product Quality Variable (X1)

Reliability Statistics	Cronbach's Alpha	N of Items
Product Quality Variable (X1)	0.691	4

Based on Table 5. the Cronbach's Alpha value from four statement items is 0.691. Since it exceeds the minimum threshold of 0.60, the Perceived Price variable is considered reliable and suitable for further analysis.

Table 6. Reliability Test Results for Price Variable (X2)

Reliability Statistics	Cronbach's Alpha	N of Items
Price Variable (X2)	0.825	4

Based on Table 6, the Cronbach's Alpha value from four statement items is 0.825. Since it exceeds the minimum threshold of 0.60, the Perceived Price variable is considered reliable and appropriate for further analysis.

Table 7. Reliability Test Results for Service Quality Variable (X3)

Reliability Statistics	Cronbach's Alpha	N of Items
Service Quality Variable (X3)	0.645	5

Based on Table 7, the Cronbach's Alpha value from five statement items is 0.645. Since it exceeds the minimum threshold of 0.60, the Service Quality variable is considered reliable and suitable for further analysis.

Table 8. Reliability Test Results for Customer Loyalty Variable (Y)

Reliability Statistics	Cronbach's Alpha	N of Items
	0.787	6

Based on Table 8, the Cronbach's Alpha value from six statement items is 0.787. Since it exceeds the minimum threshold of 0.60, the Customer Loyalty variable is considered reliable and suitable for further analysis.

Classical Assumption Test

The classical assumption test is conducted to ensure that the data meet the normality requirement and are free from violations of statistical assumptions, thereby making the variables suitable for analysis. In this study, the classical assumption tests applied include the Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

Normality Test

The normality test in this study was conducted using the Normal P-Plot graph analysis and the One Sample Kolmogorov-Smirnov Test. Its purpose is to verify whether the data are normally distributed before performing multiple linear regression. The data are considered normal if the points on the graph are spread around the diagonal line and follow its direction.

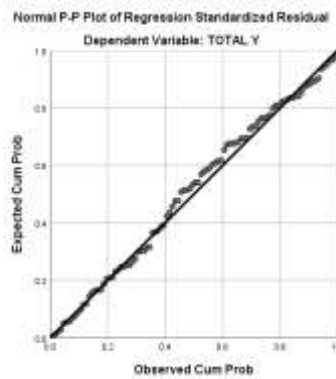


Figure 1. Normality Test P-Plot

Figure 1 presents the SPSS Normal P-Plot output, showing that the data points are distributed around the diagonal line and follow its direction. To strengthen this result, the researcher also applied the One Sample Kolmogorov-Smirnov Test to confirm that the Customer Loyalty data are normally distributed.

Table 9. One-Sample Kolmogorov-Smirnov Test Results

	Unstandardized Residual
N	100
Normal Parameters	
Mean	0
Std. Deviation	2.6302872
Most Extreme Differences	
Absolute	0.064
Positive	0.037
Negative	-0.064
Test Statistic	0.064
Asymp. Sig. (2-tailed)	0.200 ^{cd}

Hypothesis: H_0 = residual data are normally distributed; H_a = residual data are not normally distributed. Decision rule: if Sig. > 0.05, H_0 is accepted; if Sig. < 0.05, H_a is accepted. Based on Table 14, the Asymp. Sig. (2-tailed) value is 0.200 > 0.05, indicating that the residual data are normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether correlations exist among independent variables in the regression model. A good model should not have such correlations. Multicollinearity is assessed using *Tolerance* and the *Variance Inflation Factor (VIF)*, where a low tolerance value corresponds to a high VIF ($VIF = 1/Tolerance$). The commonly used cut-off is *Tolerance* < 0.10 or *VIF* > 10, which indicates multicollinearity.

Table 10. Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)	–	–

TOTAL X1	0.599	1.669
TOTAL X2	0.698	1.433
TOTAL X3	0.634	1.578

a. Dependent Variable: TOTAL Y

The multicollinearity test results indicate that all independent variables meet the criteria. Product Quality (X1) has a Tolerance of 0.599 and a VIF of 1.669; Price (X2) has a Tolerance of 0.698 and a VIF of 1.433; and Service Quality (X3) has a Tolerance of 0.634 and a VIF of 1.578. Since all Tolerance values are greater than 0.10 and all VIF values are less than 10, it can be concluded that no multicollinearity exists.

Heteroscedasticity Test

The heteroscedasticity test aims to examine whether there is inequality in the variance of residuals across observations. If the variance is constant, it is called homoscedasticity; if it varies, it is called heteroscedasticity. A good regression model is free from heteroscedasticity. Detection is conducted using a scatterplot (ZPRED vs. SRESID). If the points form a specific pattern, heteroscedasticity exists; if they are randomly scattered above and below zero on the Y-axis, heteroscedasticity does not exist.

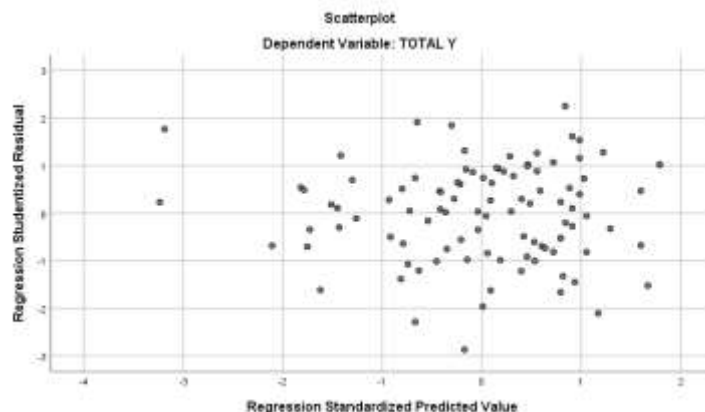


Figure 2. Heteroscedasticity Test

Figure 2 shows that the data points are scattered above and below zero, not concentrated on one side, and do not form any specific patterns such as waves or narrowing. Therefore, it can be concluded that the regression model is free from heteroscedasticity.

Multiple Linear Regression

Multiple linear regression is used to measure the extent of influence of independent variables on the dependent variable. In this study, the multiple linear regression model was employed to examine the effects of Product Quality, Price, and Service Quality on Customer Loyalty. The results are presented in Table 11.

Table 11. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	-1.565	2.179		0.718	0.474
TOTAL X1	0.352	0.141	0.218	2.498	0.014
TOTAL X2	0.390	0.106	0.297	3.67	0.000
TOTAL X3	0.562	0.122	0.391	4.596	0.000

Dependent Variable: TOTAL Y

Based on Table 11, the multiple linear regression equation is: $Y = -1.565 + 0.352X1 + 0.390X2 + 0.562X3 + \epsilon$.

- The constant of -1.565 means that if X1, X2, and X3 are 0, Y equals -1.565.
- The coefficient of X1 (0.352) indicates that a one-unit increase in Product Quality raises Customer Loyalty by 0.352.
- The coefficient of X2 (0.390) indicates that a one-unit increase in Price raises Customer Loyalty by 0.390.
- The coefficient of X3 (0.562) indicates that a one-unit increase in Service Quality raises Customer Loyalty by 0.562.

Coefficient Of Determination (R²)

The coefficient of determination (R²) is used to measure the contribution of Product Quality, Price, and Service Quality in influencing Customer Loyalty. The R² value is presented in the table below to show how much of the dependent variable can be explained by the regression model.

Table 12. Model Summary (Coefficient of Determination Test Results)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.748 ^a	0.546	0.546	2.671

Based on Table 12, the Adjusted R Square value of 0.546 indicates that Product Quality (X1), Price (X2), and Service Quality (X3) jointly influence Customer Loyalty (Y) by 54.6%, while the remaining 45.4% is explained by other variables outside this study.

t-Test

The t-test was conducted to examine the influence of Product Quality (X1), Price (X2), and Service Quality (X3) on Customer Loyalty (Y). This test is used to determine the extent to which each independent variable affects the dependent variable.

Table 20. t-Test Results (Coefficients)

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	-1.565	2.179		0.718	0.474
TOTAL X1	0.352	0.141	0.218	2.498	0.014
TOTAL X2	0.390	0.106	0.297	3.670	0.000
TOTAL X3	0.562	0.122	0.391	4.596	0.000

The results of the t-test analysis demonstrate that Product Quality (X1) has a positive and significant effect on Customer Loyalty. With a calculated t-value of 2.498, which is greater than the t-table value of 1.661, and a significance level of 0.014 that is below the threshold of 0.05, the alternative hypothesis is accepted. This finding indicates that the quality of Klashica Café's products plays a meaningful role in shaping customer loyalty. Customers who perceive the products as high quality are more likely to remain loyal to the café.

Similarly, the Price variable (X2) shows a significant influence on Customer Loyalty. The calculated t-value of 3.670 exceeds the t-table value, while the significance value of 0.000 falls well below 0.05. These results confirm that customer perceptions of fair and competitive pricing are strongly linked to their loyalty. When customers feel that the price paid reflects the quality and benefits of the product, they tend to show stronger commitment and repeat purchasing behavior.

Service Quality (X3) emerges as the most influential factor in this study, with the highest t-value of 4.596 and a significance value of 0.000. This result clearly establishes that responsive, knowledgeable, and attentive service significantly enhances customer loyalty at Klashica Café. Overall, the t-test confirms that all three independent variables—Product Quality, Price, and Service Quality—positively and significantly impact Customer Loyalty, highlighting the importance of maintaining excellence in these dimensions to sustain and strengthen customer relationships.

Discussion

1. Effect of Product Quality on Customer Loyalty

Based on the results of the first hypothesis test, this study shows that Product Quality has a significant effect on Customer Loyalty. It can be seen that the t-value for the product quality coefficient is $2.498 > t\text{-table} (1.661)$. Thus, the hypothesis indicates a significant effect of Product Quality on Customer Loyalty (H_0 is rejected and H_1 is accepted) with a significance value of $0.014 < 0.05$. This means that, partially, the Product Quality variable significantly influences Customer Loyalty. This finding implies that the better the product quality of Klashica Café, the higher the likelihood that consumers will remain loyal to Klashica Café.

2. Effect of Price on Customer Loyalty

Based on the results of the second hypothesis test, this study shows that Price has a significant effect on Customer Loyalty. It can be seen that the t-value for the price coefficient is $3.670 > t\text{-table} (1.661)$. Thus, the hypothesis indicates a significant effect of Price on Customer Loyalty (H_0 is rejected and H_2 is accepted) with a significance value of $0.000 < 0.05$. This means that, partially, the Price variable significantly influences Customer Loyalty. This finding implies that the better the pricing of Klashica Café (affordable and in line with quality), the higher the likelihood that consumers will remain loyal to Klashica Café.

3. Effect of Service Quality on Customer Loyalty

Based on the results of the third hypothesis test, this study shows that Service Quality has a significant effect on Customer Loyalty. It can be seen that the t-value for the service quality coefficient is $4.596 > t\text{-table} (1.661)$. Thus, the hypothesis indicates a significant effect of Service Quality on Customer Loyalty (H_0 is rejected and H_3 is accepted) with a significance value of $0.000 < 0.05$. This means that, partially, the Service Quality variable significantly influences Customer Loyalty. This finding implies that the better the service quality provided by Klashica Café, the higher the likelihood that consumers will remain loyal to Klashica Café.

CONCLUSION

This study highlights the importance of product quality, price fairness, and service quality in shaping customer loyalty within the café industry. The findings confirm that product quality plays a crucial role in encouraging repeat visits, as customers tend to remain loyal when the products offered are consistently reliable, attractive, and meet their expectations. Similarly, price is found to significantly influence loyalty, as consumers perceive greater value and fairness when the price aligns with the benefits and quality they receive. This reinforces the notion that affordability and perceived fairness in pricing are essential determinants of customer commitment. Service quality also emerges as a dominant factor in strengthening loyalty, demonstrating that attentiveness, responsiveness, and professionalism from staff directly enhance the customer experience and foster stronger relationships. When service interactions are delivered with care and efficiency, customers are more likely to develop a sense of trust and attachment toward the brand. Overall, the research emphasizes that businesses in the food and beverage sector should prioritize a balanced strategy that integrates product excellence, fair pricing, and superior service. By doing so, they can create sustainable competitive advantages and build long-term customer loyalty, which are vital for maintaining relevance and achieving growth in an increasingly dynamic market.

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