



THE EFFECT OF SERVICE QUALITY, PROMOTION AND PRICE PERCEPTION ON CUSTOMER LOYALTY AT THE BUMANTARA COFFEE SHOP IN SURABAYA CITY

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ABSTRACT

This study aims to analyze the effect of service quality, promotion, and price perception on customer loyalty at Toko Kopi Bumantara in Surabaya. The research employs a quantitative approach, with data collected through questionnaires distributed to customers and analyzed using the Partial Least Square (PLS) method. The independent variables include service quality, promotion, and price perception, while the dependent variable is customer loyalty. The results indicate that service quality, promotion, and price perception have a positive and significant effect on customer loyalty. These findings suggest that improving service quality, implementing effective promotional strategies, and maintaining favorable price perceptions can enhance customer loyalty sustainably.



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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an essential role in supporting national economic growth in Indonesia. The development of MSMEs has continued to increase alongside digital transformation and changes in people's lifestyles, particularly in the culinary and coffee shop industries. The growing coffee consumption culture among urban communities has encouraged the rapid expansion of coffee shops, especially in Surabaya. Coffee shops are no longer viewed solely as places to purchase beverages, but also as social spaces, workplaces, and part of a modern lifestyle. This condition has intensified competition among coffee shop businesses, requiring companies to maintain customer loyalty in order to sustain business continuity.

Customer loyalty is considered one of the most valuable assets for a company because loyal customers tend to make repeat purchases, provide positive recommendations, and resist switching to competitors. According to Philip Kotler and Kevin Lane Keller, customer loyalty refers to a strong commitment to repurchase or consistently use a product or service in the future. In the coffee shop industry, customer loyalty is influenced by several factors, including service quality, promotion, and price perception. These factors are important in creating customer satisfaction and positive experiences that strengthen long-term relationships between businesses and customers.

Service quality is one of the primary determinants of customer loyalty in service-based industries. Customers not only evaluate the products they receive, but also assess the quality of interactions and experiences during the service process. According to Fandy Tjiptono, service quality reflects the level of excellence expected by customers and the company's ability to consistently fulfill those expectations. In coffee shop businesses, service quality can be reflected through employee responsiveness, friendliness, accuracy of orders, cleanliness, and the speed of service delivery. High-

quality service creates positive customer experiences that encourage repeat purchases and strengthen loyalty over time.

Promotion is another important factor affecting customer loyalty. Promotion refers to marketing communication activities aimed at informing, persuading, and reminding customers about products or services offered by a company. In the digital era, social media platforms have become one of the most effective promotional tools for coffee shop businesses to build brand awareness and engage with customers. Creative and consistent promotional strategies can increase customer interest and encourage stronger emotional attachment toward a brand. On the other hand, ineffective promotion may reduce customer engagement and weaken purchasing intentions.

Besides service quality and promotion, price perception also plays a significant role in shaping customer loyalty. Price perception does not only relate to the nominal price of a product, but also to customers' evaluations regarding whether the price is appropriate compared to the benefits received. Customers are more likely to remain loyal when they believe that the price matches the quality of products, services, and overall experience. Conversely, if customers perceive that the price is not worth the value obtained, they may switch to competing coffee shops offering better value. Therefore, price perception has become an important consideration in maintaining customer loyalty within the highly competitive coffee shop industry.

One of the local coffee shop businesses facing this competitive situation is Toko Kopi Bumantara. The business actively utilizes digital platforms such as Instagram and TikTok to promote products and communicate with customers. However, several operational issues indicate that customer loyalty has not been fully established. Business revenue fluctuated significantly between 2020 and 2024, indicating unstable business performance. In addition, several customer reviews on online platforms highlighted problems related to service delays, limited employee responsiveness, and inconsistencies between promotional content and actual customer experiences.

Another issue identified in Toko Kopi Bumantara concerns promotional effectiveness. Some promotional programs were perceived negatively because the promotional prices were considered less beneficial than regular prices. Furthermore, social media activities were found to be inconsistent, with irregular posting schedules and relatively low audience engagement. As a result, promotional messages were not delivered effectively to customers and potential consumers. This condition suggests that promotion strategies require further evaluation to improve customer interest and loyalty.

Price perception also represents an important concern in this study. Although the prices offered by Toko Kopi Bumantara are relatively competitive compared to similar coffee shops in Surabaya, some customers still perceive that the value received does not fully correspond to the prices paid. Customers often compare the coffee shop with competitors offering more complete facilities, more comfortable environments, and more attractive promotional programs at similar price levels. This phenomenon indicates that customer loyalty is not solely determined by price levels, but also by perceived value and customer experience.

Previous studies have demonstrated relationships between service quality, promotion, price perception, and customer loyalty. Research conducted by Dewi and Yosepha (2020) revealed that service quality positively and significantly affects customer loyalty. Another study by Mela Rosalina et al. (2020) found that promotion significantly influences customer loyalty. In addition, research by Arif Rachman Putra et al. (2022) showed that price perception has a positive impact on customer loyalty. However, several other studies reported inconsistent findings, indicating that service quality, promotion, or price perception do not always significantly influence customer loyalty. These inconsistencies create a research gap that requires further investigation.

Based on the identified phenomena and previous research inconsistencies, this study offers novelty by examining the influence of service quality, promotion, and price perception on customer loyalty within the context of a local MSME coffee shop in Surabaya. Unlike studies focusing on large franchise coffee brands, this research emphasizes a local coffee shop business with distinct customer characteristics and competitive challenges. This study is expected to provide empirical contributions regarding the dominant factors influencing customer loyalty in local coffee shop businesses amid the rapid growth of the coffee industry.

Therefore, the objectives of this study are to analyze the influence of service quality on customer loyalty, examine the effect of promotion on customer loyalty, and investigate the impact of price perception on customer loyalty at Toko Kopi Bumantara. The findings of this study are expected

to contribute practical insights for business management in improving marketing strategies and provide academic references for future research related to customer loyalty in the coffee shop industry.

RESEARCH METHOD

This study employed a quantitative research method to analyze the influence of service quality, promotion, and price perception on customer loyalty at Toko Kopi Bumantara. A quantitative approach was selected because this method emphasizes numerical data analysis and statistical testing to explain relationships among variables objectively. The research design used in this study was explanatory research, which aims to explain causal relationships between independent variables and dependent variables through hypothesis testing.

The independent variables in this research consisted of service quality (X1), promotion (X2), and price perception (X3), while customer loyalty (Y) served as the dependent variable. Service quality was measured using indicators of tangibles, reliability, and responsiveness. Promotion was measured through advertising, sales promotion, and personal selling indicators. Meanwhile, price perception was measured based on affordability, price suitability with quality, and price fairness. Customer loyalty was evaluated using repeat purchase, retention, and referral indicators.

The population in this study included customers of Toko Kopi Bumantara who had purchased products more than once. Since the exact number of customers was unknown, this study used a non-probability sampling technique with purposive sampling. Respondents were selected based on several criteria, including customers aged at least 17 years old and customers who had visited and purchased products at the coffee shop at least twice.

Data collection was conducted through questionnaires distributed directly to respondents. The questionnaire used a Likert scale ranging from 1 to 5, where 1 represented "strongly disagree" and 5 represented "strongly agree." Primary data were obtained from respondents' answers, while secondary data were collected from books, scientific journals, company documents, and previous studies related to marketing management and customer loyalty.

The research procedure began with problem identification related to customer loyalty issues at the coffee shop. The next stage involved conducting a literature review and developing hypotheses based on theories and previous studies. After that, the researcher prepared the research instrument in the form of questionnaires according to the indicators of each variable. The questionnaires were then distributed to respondents who met the sampling criteria. The collected data were processed and analyzed using the Partial Least Squares (PLS) method through SmartPLS software. Finally, conclusions were drawn based on the results of hypothesis testing and statistical analysis.

The data analysis technique used in this study was Partial Least Squares (PLS). PLS analysis was selected because it can analyze relationships among latent variables simultaneously and is suitable for relatively small sample sizes. The analysis process consisted of outer model testing and inner model testing. Outer model evaluation was conducted to test validity and reliability through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Meanwhile, inner model evaluation was used to examine the relationship between variables and test the proposed hypotheses.

Convergent validity was evaluated using loading factor values, where indicators with loading factors above 0.70 were considered valid. Reliability testing used composite reliability and Cronbach's alpha values greater than 0.70. Hypothesis testing was conducted through bootstrapping procedures by examining t-statistics and p-values. Hypotheses were accepted if the t-statistic value exceeded 1.96 and the p-value was below 0.05.

RESULTS AND DISCUSSIONS

Description Research Object

This is an empirical study that examines the impact of service quality, promotion and price perception. on customer loyalty. Object study This The study used a population of customers of Bumantara Coffee Shop in Surabaya. From this population, a sample of 120 respondents was drawn.

Measurement Model Results

a. *Convergent Validity*

Degrees in where indicator measure variables latent which the same have a strong correlation with each other known as *Convergent Validity*. In research following, model measurement use indicator reflective on Variables: Service Quality (X1), Promotion (X2), Price Perception (X3), Customer Loyalty (Y). Validity indicator measured through mark *Outer Loading* by paying attention to the size of the loading factor.

Figure 1. *Outer Loading*

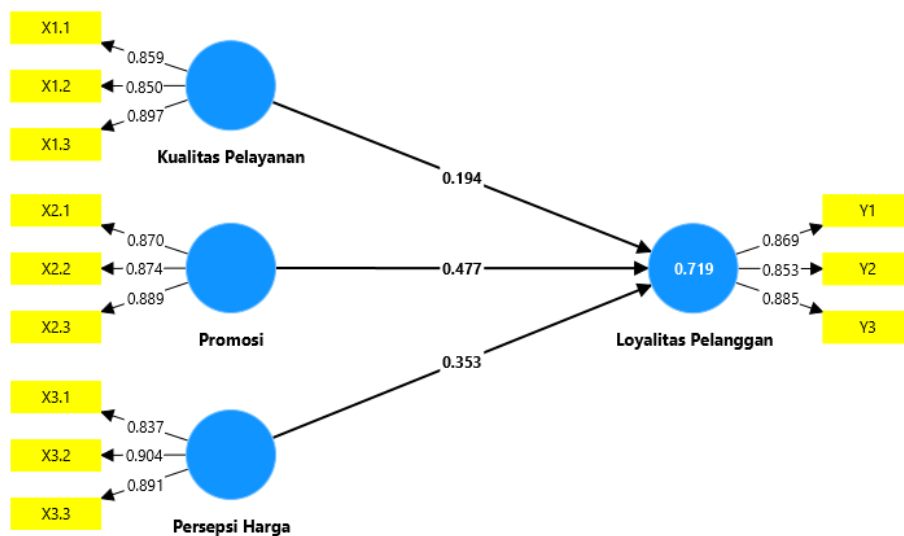


Table 1. *Outer Loadings (Mean, STDEV, T-Values, P- Values)*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 <- (X1)	0,859	0,858	0,057	14,953	0,000
X1.2 <- (X1)	0,850	0,846	0,055	15,482	0,000
X1.3 <- (X1)	0,897	0,898	0,025	35,596	0,000
X2.1 <- (X2)	0,870	0,869	0,032	27,344	0,000
X2.2 <- (X2)	0,874	0,875	0,028	30,855	0,000
X2.3 <- (X2)	0,889	0,889	0,019	47,407	0,000
X3.1 <- (X3)	0,837	0,830	0,069	12,137	0,000
X3.2 <- (X3)	0,904	0,907	0,019	47,679	0,000
X3.3 <- (X3)	0,891	0,890	0,024	37,731	0,000
Y1 <- (Y)	0,869	0,869	0,033	26,485	0,000
Y2 <- (Y)	0,853	0,853	0,033	26,253	0,000
Y3 <- (Y)	0,885	0,886	0,019	47,621	0,000

Sumber: Olah Data Output *SmartPLS*, 2026

This indicates that all Customer Loyalty indicators meet convergent validity criteria and are statistically significant. Based on the results of convergent validity testing , all indicators from variables X1 (Service Quality), X2 (Promotion), X3 (Price Perception), and Y (Customer Loyalty) have loading

values factor > 0.5 , T-Statistic > 1.96 , and P-Values < 0.05 . Thus, it can be concluded that all indicators in The research model was declared valid and suitable for use for further analysis.

Further testing of the measurement model was carried out by evaluating the Average value. Variance Extracted (AVE). The AVE value shows the percentage the variance of the indicator that can be adequately explained by the latent construct . The latent construct is considered to have convergent validity Which adequate if mark AVE more big from 0.5. In In the following context, the AVE value for each construct in the reflective indicator reflects the level of convergent validity in question.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Service Quality (X1)	0.755
Promotion (X2)	0.771
Price Perception (X3)	0.770
Customer Loyalty (Y)	0.756

Source: Exercise Data Output *SmartPLS* , 2026

All variables had AVE values above 0.50, thus concluding that all constructs in this study met convergent validity criteria. This means that the indicators in each variable adequately explain the construct being measured and are suitable for further analysis.

Table 3. Composite Reliability

	Composite Reliability
Service Quality (X1)	0,902
Promotion (X2)	0,910
Price Perception (X3)	0,909
Customer Loyalty (Y)	0,903

Source: Data Output *SmartPLS*, 2026

All variables had values above 0.70, thus concluding that all constructs in this study met reliability criteria. This indicates that the indicators in each variable were able to measure the construct consistently and could be reliably used in further analysis.

Table 4. Regression Value

	R Square	R Square Adjusted
Customer Loyalty (Y)	0.719	0.712

Source: Data Output *SmartPLS*, 2026

The Adjusted R Square value of 0.712 indicates the coefficient of determination value that has been adjusted for the number of independent variables in the model. The very small difference between R^2 (0.719) and Adjusted R^2 (0.712) indicates that the research model is relatively stable and does not experience overestimation. This means that Service Quality, Promotion, and Price Perception provide a significant contribution in explaining Customer Loyalty, and the structural model built has a strong level of prediction.

All variables had AVE values above 0.50, thus concluding that all constructs in this study met convergent validity criteria. This means that the indicators in each variable adequately explain the construct being measured and are suitable for further analysis.

Table 5. Path Coefficients (Mean,STDEV, T-Values, P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality (X1) -> Customer Loyalty (Y)	0.194	0.192	0.060	3,226	0.001
Promotion (X2) -> Customer Loyalty (Y)	0.477	0.480	0.046	10,441	0,000
Price Perception (X3) -> Customer Loyalty (Y)	0.353	0.352	0.063	5,576	0,000

Sumber: Olah Data *SmartPLS*, 2026

Based on the results of hypothesis testing using Smart PLS, it is known that service quality has a positive and significant effect on customer loyalty with a coefficient value of 0.194 and a p- value of 0.001. Promotion also has a positive and significant effect on customer loyalty with a coefficient value of 0.477 and a p- value of 0.000, so that promotion is the most dominant variable in influencing customer loyalty. In addition, price perception has a positive and significant effect on customer loyalty with a coefficient value of 0.353 and a p- value of 0.000. Thus, all hypotheses in this study are accepted because each variable has a positive and significant effect on customer loyalty at the Bumantara Coffee Shop in Surabaya City.

DISCUSSION

The Influence of Service Quality on Customer Loyalty

the Smart PLS analysis show that service quality has a positive and significant effect on customer loyalty at the Bumantara Coffee Shop in Surabaya. This means that the better the service quality, the higher the customer loyalty.

Indicators with factors The highest loading rate indicates that the service process takes place in an efficient manner. This demonstrates that speed and accuracy of service are important aspects customers consider in building loyalty. Responsive and efficient service can provide a better customer experience.

The results of this study align with research by Dewi and Yosepha (2020), which found that service quality has a positive effect on customer loyalty. Therefore, good service quality can increase customer loyalty sustainably.

The Influence of Promotion on Customer Loyalty

the Smart PLS analysis show that promotions have a positive and significant effect on customer loyalty at the Bumantara Coffee Shop in Surabaya. This indicates that increased promotions can increase customer loyalty.

Indicators with factors The highest loading factor was the ability of employees to convince customers to use Toko Kopi Bumantara products. This finding indicates that employee communication and persuasiveness are crucial to an effective promotional strategy. Good interactions between employees and customers can build trust in the products offered.

The results of this study support the research of Mela Rosalina, Nurul Qomariah, and Maheni Ika Sari (2020), which stated that promotions have a positive effect on customer loyalty. Therefore, effective promotions can strengthen customer loyalty.

The Influence of Price Perception on Customer Loyalty

the Smart PLS analysis show that price perception has a positive and significant effect on customer loyalty at the Bumantara Coffee Shop in Surabaya. This means that the better the customer's perception of price, the higher their loyalty.

Indicators with factors The highest loading is that the quality the company provides is commensurate with the price set. This indicates that customers tend to be loyal when they feel the price they pay is commensurate with the quality of the product and service they receive.



The results of this study align with research by Arif Rachman Putra and Muhammad Mas Davit Herman Radiansyah (2022), which found that price perception positively influences customer loyalty. Therefore, pricing that aligns with product and service quality is a crucial factor in increasing customer loyalty.

CONCLUSION

Based on the results of research on the influence of service quality, promotion, and price perception on customer loyalty at the Bumantara Coffee Shop in Surabaya City, it can be concluded that these three variables have a positive influence on customer loyalty. Good service quality, such as employee friendliness, speed of service, accuracy of orders, and comfort of the place, can increase customer loyalty. In addition, promotion is the most dominant variable in influencing customer loyalty, especially through social media, providing discounts, and bundling promotions that are effective in attracting customer interest and encouraging repeat purchases. Price perception also influences customer loyalty, where customers feel the price offered is in accordance with the quality of the product and service received. Thus, the better the quality of service, promotion, and price perception provided, the higher the customer loyalty to the Bumantara Coffee Shop.



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