Original Article

Effect of Perceived Service Quality, Servicescape and Perceived Value on Customer Loyalty through Customer Satisfaction: A Case Study of Waiting List Coffee Medan, Indonesia

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Abstract: This study analyzes the quality of service, servicescape, and customer value influence customer loyalty through customer satisfaction in the Waiting List Coffee Medan. This study used quantitative methods formed from respondents' responses by distributing questionnaires to respondents. The population of this study was all Coffee Waiting List Consumers with a sample of 175 respondents. This study used SEM (Structural Equation Model) analysis and was processed through the Smart-PLS 4.0. The results showed that service quality and customer value significantly influenced customer loyalty. While Servicescape did not have a significant influence on consumer loyalty. Other results showed that the quality of service, servicescape, and customer value had a significant influence on customer satisfaction. Furthermore, customer satisfaction had a significant influence on consumer loyalty. Then, the customer satisfaction can mediate the relationship of service quality, servicescape, and customer value to consumer loyalty.

Keywords: perceived service quality; servicescape; perceived value; customer loyalty and satisfaction.

1. Introduction

The coffee shop is one of the businesses that are very famous and overgrowing. According to the results of the International Coffee Organization (I.C.O.) 2022, coffee consumption in 2020/2021 reached 5 million bags measuring 60 kg in Indonesia. This amount increased by 4.04% compared to 4.81 million bags measuring 60 kilograms in the previous period. According to research conducted by T.O.F.F.I.N., a company providing business solutions in the form of goods and services in the H.O.R.E.K.A. (Hotel, Restaurant, and Cafe) industry in Indonesia said that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets. This number has increased from 2016, which amounted to 1,083 coffee shops. The rise of coffee in Medan today has led to the emergence of a new Coffee Shop in Medan. This leads to increasingly fierce competition and increasingly seeking to increase their sales. Waiting List Coffee is a coffee shop in the city of Medan that has a unique concept. Waiting List Coffee applies the idea that they are superior and focused on coffee. The natural Design of Waiting List Coffee emphasizes the comfort of its visitors. This

Waiting List Coffee gives consumers a place to be alone, work, read, and study while enjoying coffee dishes. This atmosphere is made as comfortable and calm as possible, evidenced by the absence of music outdoors. Over time, the phenomenon of the problem that arises in the Waiting List Coffee is the decline in income and the level of sales, then the number of consumers who come to the Waiting List Coffee decrease. This is inversely proportional to what the Waiting List Coffee Medan expects.

Table 1. Waiting List Coffee revenue data from January 2022 to August 2022.

Month	Revenue (in Rupiah)	Percentage	Transaction
January	50,500,000		1,987
February	55,600,000	10	1,892
March	50,750,000	(8.7)	2,154
April	55,309,000	8.9	1,805
May	65,610,000	18,62	1,787
June	55,600,000	(15.25)	2,121
July	70,500,000	29.8	1,941
August	60,700,000	(13.9)	2,019

Source: Primary data collected from Waiting List Coffee Medan

Table 1 captures the Waiting List Coffee revenue data from January 2022 to August 2022. On the basis of pre-survey conducted on Waiting List Coffee Medan consumers, some consumers are not satisfied with the quality of service, Servicescape, and customer value. Consumers will get satisfaction and dissatisfaction after consuming a product or service. Maintaining consumer loyalty from marketers who provide an attractive servicescape to a coffee shop is a significant problem for marketers. The uniqueness of the servicescape facility can provide opportunities for businesspeople to communicate their goals.

2. Literature Review

2.1. Service Quality

Perceived service quality is one of the primary keys that must be held by business actors, whether they are just starting a business or who have long had a company. According to Parasuraman et al. (1985), service quality is the difference between customer expectations and what they receive regarding services from a businessperson. According to Al Idrus (2021), service quality is an assessment from customers or consumers regarding the benefit of the products or services they receive (perceived services) with the expected or desired level of service (expected services). According to Parasuraman et al. (1988), there are five dimensions of SERVQUAL service quality that can be used to evaluate service quality: tangible, reliability, responsiveness, assurance, and empathy.

2.2. Servicescape

Situmorang et al. (2018) said that a servicescape is an organizational, physical facility used to influence consumers' feelings to be happy and have positive emotions. According to Gani et al. (2022), a servicescape is a style and form of a physical environment consisting of several exterior elements such as information boards, parking lots, natural landscapes, and interior features such as design, layout, equipment, and decorations that customers can find. If the servicescape is not appropriately designed, the customer will not feel comfortable so that the consumer will not be satisfied and the consumer will choose another place (Ma'ruf & Zailani, 2022).

2.3. Perceived Value

According to Philip & Keller (2016), perceived value is the difference between a customer's prospective assessment of all the costs and benefits of an offer against its alternatives. The higher the perceived value, the more consumer satisfaction will increase. Knowing the perceived value of customers is necessary and essential in running a business, by knowing the perceived value of customers, it can increase consumer satisfaction and loyalty. Dhirtya & I Gede (2022) stated that customer value is a determining factor for customer loyalty. There are 3 types to measure customer value, such: product excellence, product function, and product advantage.

2.4. Customer Loyalty

According to Philip & Keller (2016), customer loyalty can be relied on to predict future growth for a company. g. Customer loyalty is associated with the behaviour of repeat purchases or recommending products or services to others (Githiri, 2018). Loyal customers are those who make regular repeat purchases, purchase across product and service

lines, refer others and demonstrate immunity from the pull of competitors. Griffin (2002) states there are four characteristics to measure loyal consumers are make regular and repeat purchases, purchasing other products outside the product/service line, recommend products to other and demonstrate immunity from the attractiveness of similar products from competitors or show disinterest in other companies' products.

2.5. Customer Satisfaction

Customer satisfaction is a positive assessment of customers obtained from the products and services provided (Dhisasmito et al., 2020). Satisfaction is an assessment of the characteristics or privileges of the product or service or the product itself, which provides the level of consumer pleasure related to fulfilling consumer consumption needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Customer satisfaction is one of the key factors that influence subsequent customer behavior. Customer satisfaction is needed to continue consumer relationships (Cakici et al., 2018).

2.6. Conceptual Framework

The conceptual framework is a line thought in the relationship between one concept and another to provide an overview and direct assumptions related to the variables in the study. The variable in this research is Service quality (X1), Servicescape (X2), and Perceived Value (X3) to increase satisfaction (Z) and customer loyalty (Y). The conceptual framework in this research is:
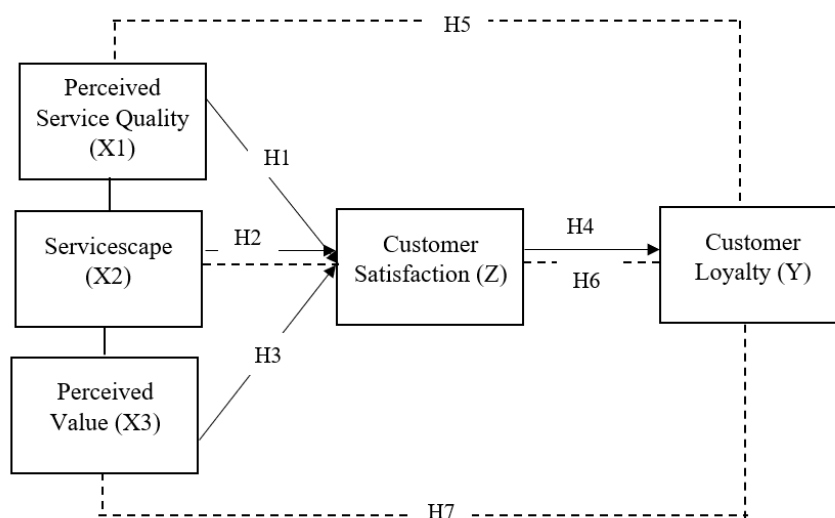

Figure 1. Conceptual Framework.

3. Materials and Methods

This study is designed using a quantitative approach through survey questionnaire. The data sources used in this study were non-probability sampling with the purposive sampling method, which means that the population used as a research sample was a population that meets specific sample criteria by the research objectives. The requirements needed in this study were consumers who made at least two purchases on the Coffee Waiting List. The number of respondents to be taken was 175 respondents. Primary Data in this study was obtained from questionnaires given in writing to consumers regarding matters related to the problem under study. The method of analysis using Structural Equation Model (SEM) with PLS software. The procedure began by assessing the measurement model and then following with validating the structural model for hypothesis testing (Sarstedt et al., 2021).

4. Results

There were 86 (49.1%) male respondents and 89 (50.9%) female respondents. In terms of age, the largest age group was 20-25, representing 41.7% (73) of the respondents. The next largest age group, in descending order, were individuals aged 26-30 (56;32.0%), over 30 (26;14.9%), and under 20 (20;11.4%). In terms of job categories, the majority were students, representing 91 (52.0%).

Table 2. Measurement (Outer) Model

Variable	Dimension	Loadings	α	CR	AVE
	Tangible				
	Waiting List Coffee has very modern and attractive café facilities and interiors.	0.912	0.967	0.971	0.735
	The appearance and uniforms of Waiting List Coffee employees are very neat and attractive	0.91			
Services Quality	Reliability				
	Waiting List Coffee employees provide very fast service to consumers	0.879			
	Waiting List Coffee employees are very consistent in providing services	0.941			
	Waiting List Coffee employees are very clear in providing information regarding the coffee menu to consumers	0.959			
	Responsiveness				
	Waiting List Coffee employees are very responsive in providing services to consumers	0.917			
	Waiting List Coffee employees are always willing to help with consumer complaints	0.928			
	Assurance				
	Waiting List Coffee always guarantees product safety for consumer orders	0.892			
	Waiting List Coffee employees can be trusted in service	0.837			
	The attitude of Waiting List Coffee employees is very polite toward consumers	0.884			
	Empathy				
	Employees really know what consumers need	0.936			
	Employees always provide the same service to consumers regardless of social status.	0.939			
	Ambient Condition				
	The temperature at Waiting List Coffee is ideal and comfortable	0.828			
	The lighting on the Waiting List Coffee is very appropriate	0.881			
	The Waiting List Coffee shop is very clean	0.896			
	The music at Waiting List Coffee is very pleasant and calm	0.921			
Servicescape	Spatial Layout and Functionality		0.945	0.955	0.725

	Waiting List Coffee layout is very unique	0.924			
	Waiting List Coffee layout is very well organized.	0.897			
	Signs, Symbols, and Artefacts				
	The Waiting List Coffee signboard is very clearly visible	0.907			
	Waiting List Coffee's Instagram feed and content display is very interesting	0.912			
	Product Excellence				
	Waiting List Coffee service quality is excellent	1.000			
	Product Function				
Perceived Value	Waiting List Coffee products provide very positive benefits to consumers	1.000	0.847	0.91	0.773
	Product Advantage				
	Waiting List Coffee product durability is very high	1.000			
	Repeat Purchase				
	I always prioritize Waiting List Coffee as a place to hang out and drink coffee	0.957			
	I always repurchase at Waiting List Coffee	0.951			
	Purchase Across the Product Line				
Customer Loyalty	I always buy coffee with a different menu at Waiting List Coffee	0.971	0.954	0.963	0.82
	I always try new variants of coffee at Waiting List Coffee	0.972			
	Recommendation				
	I always recommend Waiting List Coffee to relatives and family.	0.911			
	I always provide positive information regarding Waiting List Coffee	0.848			
	Product Quality				
	I am very satisfied with the taste of the coffee and dessert provided by Waiting List Coffee	0.920			
	I am very satisfied with the way coffee is served at Waiting List Coffee	0.921			
Customer Satisfaction	Emotional		0.954	0.964	0.812
	I am very satisfied with the service at Waiting List Coffee	0.949			
	Waiting List Coffee is my choice of coffee				
	Price				
	I am very satisfied with the price offered at Waiting List Coffee	0.986			

		0.986			
	I am very satisfied with the price of coffee on the Coffee Waiting List which is in accordance with the quality of the coffee offered	0.986			

Hypothesis testing was done using the T-statistics test (t-test) with a significance level of 5%. It is said to be significant if the T-statistics value is > 1.96. If the p-value is <0.05 (α 5%) in this test, the test is practical, and vice versa. It is not substantial if the p-value is > 0.05 (α 5%). The results of the direct and indirect effect of each variable can be seen in the following Table 3:

Table 3. Total Direct and Indirect Effect Affect Variable

	Original Sample (O)	Sample Mean (M)	Standard Deviation (S.T.D.E.V.)	T Statistic (|O/STDEV|)	P Values
Direct Effect					
Service Quality → Customer Loyalty	0.242	0.241	0.087	2.779	0.006
Servicescape → Customer Loyalty	- 0.030	- 0.031	0.067	0.443	0.659
Perceived Value → Customer Loyalty	0.861	0.862	0.047	18.384	0.000
Service Quality → Customer Satisfaction	0.943	0.966	0.145	6.494	0.000
Servicescape → Customer Satisfaction	1.115	1.128	0.092	12.182	0.000
Perceived Value → Customer Satisfaction	0.792	0.803	0.087	9.095	0.000
Customer Loyalty → Customer Satisfaction	0.082	0.080	0.033	2.511	0.013
Indirect Effect					
Service Quality → Customer Satisfaction → Customer Loyalty	0.077	0.078	0.035	2.239	0.026
Servicescape → Customer Satisfaction → Customer Loyalty	0.092	0.091	0.038	2.402	0.017
Perceived Value → Customer Satisfaction → Customer Loyalty	0.065	0.065	0.028	2.351	0.020

5. Discussion

5.1. Service Quality and Customer Loyalty

This study found that service quality has a positive and significant with consumer loyalty. Yaqub et al. (2019) stated that service quality is the most important predictor of customer loyalty. Research conducted by Asniwaty et al. (2019) stated that perceived service quality positively affects customer loyalty at Starbucks Coffee in Samarinda. In addition, service quality is also directly influenced by customer loyalty (Ge et al., 2021). Good service quality can create customer loyalty, while poor service quality will not create customer loyalty.

5.2. Servicescape and Customer Loyalty

This study found that servicescape which has no significant effect on Customer Loyalty on Waiting List Coffee Medan. Data analysis shows that the effect of Servicescape on Consumer Loyalty (p = 0.659 < 0.05) then H0 was accepted, H1 was rejected, meaning that Servicescape has a negative and insignificant influence on Consumer Loyalty. This means that servicescape is not a determined key to determining customer loyalty. This hypothesis was rejected because consumers who come to Waiting List Coffee do not care about the servicescape provided, but they are more concerned about other factors provided, such as price, product quality, etc. However, if the company can provide maximum servicescape then Waiting List Coffee is maintained. and companies must also maintain servicescape variable indicators by improving environmental conditions, layout and functionality, and signs, symbols and artifacts. The results of this study contradict previous studies conducted by Syahputra et al. (2022), Situmorang et al. (2018), Widyawati & Widowati (2021), who found that servicescape has a significant effect on consumer loyalty.

5.3. Perceived Value and Customer Loyalty

Data analysis shows that the effect of perceived value on consumer loyalty (p = 0.000 <0.05) then H0 was rejected. H1 was accepted, meaning a positive and significant influence exists between Perceived Value and Consumer Loyalty. According to research by Gumussoy & Koseoglu (2016), the results obtained positively affect customer loyalty. This shows that if the value obtained by consumers can satisfy customers, it will undoubtedly create customer loyalty.

5.4. Service Quality and Customer Satisfaction

This study found that service quality has a significant effect on consumer satisfaction (p = 0.000 <0.05) then H0 was rejected. H1 was accepted, meaning there is a positive and significant effect between Service Quality and Customer Satisfaction. Research conducted by Dhirtya & I Gede (2022) supports the results of this study, which found that service quality has a positive and significant effect on consumer satisfaction. Asniwaty et al. (2019) found that service quality significantly affected customer satisfaction with Starbucks Coffee visitors in Samarinda. So, consistently good service quality is as expected, which is to create customer satisfaction for Starbucks visitors in Samarinda.

5.5. Servicescape on Customer Satisfaction

This study found that servicescape has a significant effect on consumer satisfaction (p = 0.000 < 0.05) then H0 was rejected. H1 was accepted, meaning that Servicescape has a positive and significant effect on Customer Satisfaction. According to Gani et al. (2022), Servicescape is the style and form of the physical environment consisting of several exterior elements such as information boards, parking lots, natural scenery, and interior features such as design, layout, equipment and decorations that customers can find. The results of research conducted by Syahputra et al. (2022) found that Servicescape has a significant and positive effect on customer satisfaction. Servicescape is a factor that drives customer satisfaction. The environment in which consumers receive services is the Servicescape. Good and bad Servicescape can be evaluated based on the stimulus or sensation experienced by consumers.

5.6. Perceived Value and Customer Satisfaction

This study found that perceived value on consumer satisfaction (p = 0.000 <0.05) then H0 was rejected. H1 was accepted, meaning that there is a positive and significant influence between Perceived Value on Consumer Satisfaction. According to research by Gumussoy & Koseoglu (2016), a perceived value significantly affects customer satisfaction. This is also reinforced by the analysis of Ndoen et al. (2019); the findings of this study indicate that Perceived Value has a significant effect on customer satisfaction. Companies must focus on maintaining and improving network quality to match customer expectations and minimize wifi complaints—id hotspots.

5.7. Customer Satisfaction and Customer Loyalty

This study indicates that consumer satisfaction has a significant effect on consumer loyalty. Customer satisfaction is essential in building loyalty because the basis of allegiance lies in customer satisfaction, where service quality is the primary input. Research conducted by Asniwaty et al. (2019) found that the customer satisfaction hypothesis significantly affected customer loyalty to Starbucks Samarinda visitors. This shows that customer loyalty can be influenced by customer satisfaction.

5.8. Service Quality and Consumer Loyalty mediated by Customer Satisfaction

This study found that indirect effect of service quality on consumer loyalty through consumer satisfaction is 0.077, with a p-value of 0.026 <0.05. It means that service quality has a positive and significant effect on consumer loyalty through customer satisfaction. Research by Yaqub et al. (2019) found perceived service quality positively affects consumer loyalty through consumer satisfaction as a mediating variable.

5.9. Servicescape and Consumer Loyalty mediated by Customer Satisfaction

The data analysis shows that the indirect effect of Servicescape on Consumer Loyalty through Consumer Satisfaction is 0.092, with a p-value of 0.017 <0.05, it can be concluded that Servicescape has a positive and significant effect on Consumer Loyalty through Customer Satisfaction. The results of research conducted by Syahputra et al. (2022) found that Servicescape had a substantial and positive impact on Consumer Loyalty through Customer Satisfaction. This shows that the quality of the Servicescape provided by The Coffee Crowd Sun Plaza influences consumer satisfaction and has a direct impact on consumer loyalty, and vice versa; if the servicescape quality is poor, it will affect customer satisfaction.

5.10. Perceived Value and Consumer Loyalty mediated by Consumer Satisfaction

The result shows that the indirect effect of perceived value on consumer loyalty through consumer satisfaction is 0.065, with a p-value of 0.020 <0.05. It means that perceived value has a positive and significant effect on consumer loyalty through customer satisfaction. This study's results align with the research of Gumussoy & Koseoglu (2016) found that perceived value significantly affects customer satisfaction and consumer loyalty. In addition, other developments also found that perceived value is significant in customer loyalty, with customer satisfaction as a mediating variable.

6. Conclusions

This study concludes that service quality has a significant effect on customer loyalty. Servicescape has no significant effect on Customer loyalty. Perceived value has a significant effect on customer loyalty. Service quality has a significant effect on customer satisfaction. Servicescape has a significant effect on customer satisfaction. Perceived value has a significant effect on customer satisfaction. Consumer Loyalty has a significant effect on customer satisfaction. Service quality has a significant effect on Customer Loyalty through customer satisfaction as an intervening variable. Servicescape has a significant effect on Customer loyalty through customer satisfaction as an intervening variable. Perceived value has a significant effect on Customer loyalty through consumer satisfaction as an intervening variable. The findings of this study can be used to understand the factor that influences customer loyalty in Waiting List Coffee Medan. The finding from this study can be used as a suggestion to increase customer satisfaction and generate loyal customer. To satisfy all customers, the coffee shops can standardize their service level to make customer feel comfortable. For instance, all employees should serve customers with the same standard, especially in hospitality. Regarding the uniform owned by the Waiting List Coffee employee. Then the Waiting List Coffee can also increase the reliability of employees with the speed of responsiveness of employees to orders, so that orders can quickly reach the hands of consumers. Then, the Waiting List Coffee can also take advantage of In-Store Displays' which can add typical waiting list properties, such as glass, tumble, etc. that can be placed next to the cashier table. This display is not only for decorative but can also be sold. This study uses three independent variables, namely service quality, servicescape, and customer value to measure customer loyalty through customer satisfaction on the Waiting List Coffee Medan. So that in further research it is expected to examine outside of the variable of this study so that the results obtained are more varied and more relevant.

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