

Analysis of the Influence of Service Quality and Customer Satisfaction on Customer Loyalty at Kopi Janji Jiwa, Jilid 738, Gunungsitoli City

Indah Kristin Reformani Waruwu^{1*}, Yuterlin Zalukhu²

^{1,2} Management Study Program, Faculty of Economics, Nias University, Indonesia

*Corresponding Author: indahwaruwu25@gmail.com

Article History

Received: 26-06-2026

Revised: 07-07-2026

Published: 30-07-2026

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty

ABSTRACT

This study aims to analyze the influence of service quality and customer satisfaction on customer loyalty at Kopi Janji Jiwa Jilid 738 in Gunungsitoli City. This study employs a quantitative approach. The study population consists of customers of Kopi Janji Jiwa Jilid 738 in Gunungsitoli City during the period from October 2024 to November 2024, estimated to number 150 people. The research sample consisted of 30 respondents. Data collection was conducted using a questionnaire with a Likert scale. The data were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, correlation coefficient tests, F-tests, and t-tests with the assistance of SPSS version 26. The results showed that all statement items were valid and reliable. An R value of 0.918 indicates a very strong relationship between service quality and customer satisfaction, collectively influencing customer loyalty. An R-squared value of 0.843 indicates that 84.3% of the variation in customer loyalty can be explained by service quality and customer satisfaction, while the remaining 15.7% is influenced by other variables outside the scope of this study. The results of the F-test show that service quality and customer satisfaction simultaneously have a significant effect on customer loyalty. Partially, service quality has a positive and significant effect on customer loyalty with a calculated t-value of 4.852 and a significance level of 0.000. Meanwhile, customer satisfaction does not have a significant partial effect on customer loyalty, with a t-value of 0.535 and a significance level of 0.597. Thus, service quality is the most dominant variable influencing customer loyalty at Kopi Janji Jiwa Jilid 738 in Gunungsitoli.

INTRODUCTION

In the face of intense competition in this era of globalization, every company must be able to compete to succeed. The focus of the marketing world has shifted from a *profit-oriented approach* to a *customer-satisfaction-oriented approach* (Yuanitasari et al., 2022).

Every company must pay attention to and prioritize service quality and customer satisfaction. Given the recent intensification of competition among companies, it has become the responsibility or requirement of service providers to deliver the highest quality of service and customer satisfaction (Wijaya & Sujana, 2020). The goal is to ensure that, amid this wave of competition, companies remain capable of competing and surviving the intense competitive pressures. Consumers will seek out services or products from companies that can satisfy their needs (Tjiptono & Diana, 2019). A common challenge faced by companies is that they may not always be able to provide the highest quality of service and a high level of customer satisfaction necessary to maintain customer loyalty. Therefore, companies and business owners strive to the best of their ability to retain their customers, as they recognize how crucial customers are to the survival of their businesses. Keeping customers from choosing competitors' products is certainly no easy task (Yum & Yoo, 2023).

Marketing is a business activity consisting of a process that involves identifying customer needs, creating suitable products for the market, and promoting and distributing goods or services. One of the strategies companies employ in marketing is fulfilling customer desires and needs, thereby fostering customer satisfaction and loyalty key factors in a business's success. Therefore, companies must prioritize quality performance and customer satisfaction to enhance customer loyalty by providing services that captivate customers (Sulistiowati et al., 2025). A company must study various aspects of modern marketing to effectively target and increase purchasing interest. Companies must implement strategies that captivate customers to ensure their continued loyalty to the company's products. In this regard, companies must also prioritize service quality and customer satisfaction whether delivered directly or indirectly to sustain customer interest and loyalty, encouraging repeat purchases of marketed products (Saputra et al., 2024).

According to Dzikra (2020), service quality is "a strategic system involving all work units or organizational units from leadership down to employees to meet the needs expected by customers." To achieve high service quality, a company must offer service that meets or exceeds customers' expectations. The higher the service quality perceived by customers, the greater their loyalty will be.

Kotler & Keller (2018) define customer satisfaction as follows: "*Satisfaction reflects a person's judgment of a product's perceived performance in relation to expectations. If performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted.*" This means that satisfaction reflects a person's assessment of a product's perceived performance in relation to their expectations. If performance falls short of expectations, the customer is disappointed. If performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer is delighted. The satisfaction felt by consumers will have a positive impact on the company; among other things, it will foster customer loyalty and enhance the company's reputation in the eyes of the general public and consumers in

particular. Therefore, every company needs to strive to understand the values consumers expect and, based on that, endeavor to meet those expectations to the greatest extent possible.

Achieving a high level of customer satisfaction brings many benefits to a company: not only does it increase customer loyalty, but it also helps prevent customer churn, reduces customers' price sensitivity, lowers marketing failure costs, reduces operational costs resulting from an increase in the number of customers, enhances advertising effectiveness, and improves the company's reputation. A company's decision to implement systematic service improvements serves as a crucial framework for addressing consumer complaints arising from service failures, ultimately helping to secure customer loyalty.

Currently, *coffee shops* are a reliable business venture among the many food and beverage businesses out there. As the number of coffee enthusiasts in Indonesia continues to rise, competition is intensifying rapidly (Lee et al., 2021). All *coffee shop* owners are striving to attract customers, which has driven *them* to become more creative and innovative in delivering quality service and customer satisfaction ensuring customers remain loyal and continue to patronize their establishment rather than switching to other *coffee shops* (Pio & Al., 2022). The *coffee shop* business has become one of the most sought-after ventures in recent years, including in the city of Gunungsitoli. *Coffee shop* owners whether operating their own brands or *franchises* are required to provide high-quality service and ensure customer satisfaction in order to maintain and increase customer loyalty and encourage them to purchase the products they offer. Kopi Janji Jiwa, located at Jilid 738 in Gunungsitoli, is one such *coffee shop* in the city. While Kopi Janji Jiwa is already well-known in various other major cities across Indonesia, it has only recently gained recognition and experienced rapid growth in Gunungsitoli since early 2020.

Kopi Janji Jiwa is a coffee shop that serves convenient, ready-to-drink beverages using modern coffee equipment. Additionally, Kopi Janji Jiwa serves coffee that meets Indonesian National Standards (SNI) and is made with locally sourced beans. Its coffee products differ from those of other coffee shops, and its flavor varieties set it apart from competitors, which makes consumers very interested and eager to try Kopi Janji Jiwa's products.

Service quality and customer satisfaction are crucial factors that must be prioritized and maximized to ensure Kopi Janji Jiwa Jilid 738 Gunungsitoli remains a preferred choice for its customers. Service quality and customer satisfaction directly influence customer loyalty when purchasing Kopi Janji Jiwa Jilid 738 Gunungsitoli products. Indirectly, customers will become loyal once they experience satisfaction with the quality of service provided by Kopi Janji Jiwa Jilid 738 Gunungsitoli, leading to consistent repeat purchases.

Based on initial observations that at the Kopi Janji Jiwa *franchise* location No. 738 in Gunungsitoli, Kopi Janji Jiwa uses a streamlined process in preparing its coffee, it is entirely possible that other competitors could develop similar methods. Given the increasingly intense competition in the *coffee shop* industry in Gunungsitoli, it will certainly pose a major challenge if Kopi Janji Jiwa Jilid 738 in Gunungsitoli fails to prioritize service quality and

customer satisfaction. The service quality and customer satisfaction at Kopi Janji Jiwa Jilid 738 in Gunungsitoli are still not optimal. This is due to a lack of customer loyalty, as there are still numerous complaints from customers regarding the service provided by the staff at Kopi Janji Jiwa Jilid 738 in Gunungsitoli.

Some of the customer complaints include: a lack of responsiveness from servers when taking orders; a lack of friendliness from servers serving customers; frequent errors in serving customer orders; excessive wait times for orders *placed* by customers; a lack of understanding on the part of servers regarding customer preferences; inconsistent flavor in the coffee served to customers; and the unavailability of the specific coffee varieties customers wish to order, which leaves customers dissatisfied and forces them to wait a long time for service at Kopi Janji Jiwa Jilid 738 Gunungsitoli. The poor service provided by Kopi Janji Jiwa Jilid 738 Gunungsitoli has resulted in low customer loyalty toward the Kopi Janji Jiwa Jilid 738 Gunungsitoli coffee shop.

METHODOLOGY

Research Design

This study employs a quantitative approach. The quantitative approach was chosen because the objective of the study is to measure the influence of Service Quality (X_1) and Customer Satisfaction (X_2) on Customer Loyalty (Y) at Kopi Janji Jiwa Jilid 738 in Gunungsitoli using numerical data analyzed statistically (Sugiyono, 2022).

Research Variables

This study involves three main variables. The two independent variables are Service Quality (X_1) and Customer Satisfaction (X_2), and the dependent variable is Customer Loyalty (Y). Service quality is measured based on five dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Tjiptono & Chandra, 2016). Customer satisfaction is measured using the following indicators, expectation fulfillment, intention to revisit, and willingness to recommend (Indrasari, 2019). Customer loyalty is measured through repeat purchases, retention, and referrals. All variables are measured using a 1–5 Likert scale.

Research Location and Time

The research was conducted at Kopi Janji Jiwa Jilid 738, located at Jl. Lagundri No. 57, Saombo, Gunungsitoli District, Gunungsitoli City, North Sumatra 22815. The research was scheduled to last four months, from December through March.

Data Sources

The research data consisted of primary and secondary data. Primary data were collected directly from respondents via questionnaires distributed to Kopi Janji Jiwa Jilid 738 customers who met the study criteria. Secondary data were obtained from documentary sources such as scientific journals, books, economic magazines, and relevant online

documentary information to support the theoretical review and discussion of the study (Sugiyono, 2018).

Population and Sample

The study population consists of all Kopi Janji Jiwa Jilid 738 customers in Gunungsitoli City during the period from October to November 2024, estimated to number 150 people. A sample of 20% of the population that is, 30 respondents was selected based on Arikunto's (2019) guidelines, which state that for populations exceeding 100 people, 10–20% of the population may be sampled. Respondent criteria include customers who have made at least three purchases and are at least 17 years old, ensuring they possess sufficient experience and can make informed decisions.

Data Collection Instruments and Techniques

The primary data collection instrument was a closed-ended questionnaire based on a Likert scale, developed to measure the dimensions of each variable. Each variable indicator was assigned a statement validated based on relevant theory. Data collection was conducted using a questionnaire distributed directly to respondents or via an online platform. A Likert scale was used with a score range of 1–5 (1 = Strongly Disagree to 5 = Strongly Agree) (Soesana Abigail et al., 2023).

Data Analysis Techniques

The collected data were processed and analyzed using IBM SPSS 26. The analysis began with descriptive statistics to describe the characteristics of the respondents and the distribution of variable scores. Next, classical assumption tests for the multiple regression model were conducted, including a normality test of the residuals, a multicollinearity test ($VIF < 10$ as the safe threshold), and a heteroscedasticity test (residual scatterplot analysis). Once the assumptions were met, the main analysis used multiple linear regression to test the effects of X_1 and X_2 on Y using the equation: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$. The relationships between variables were tested by calculating the correlation coefficient (R) and the coefficient of determination (R^2). Hypothesis testing included a simultaneous test (F-test) for the combined effect of the independent variables and partial tests (t-tests) for the individual effects of each variable at a significance level of $\alpha = 0.05$ (Siahaan, 2023).

RESULTS AND DISCUSSION

Results

Data Validity Test

According to Sugiyono (2022), a validity test compares the data reported by the researcher with the data obtained directly from the research subjects. This validity test is conducted to determine whether a questionnaire obtained by the researcher from respondents is valid or not. The validity test to be used by the researcher involves SPSS, which is a software application for analyzing statistical data. The validity test is conducted using

Pearson's product-moment correlation and involves 30 respondents outside the research sample.

Validity Test for Service Quality (Variable X1)

To calculate the validity of the Service Quality variable, the researcher compiled the questionnaire item results into the following table:

Table 1.. Validity of the Service Quality Variable (X)

No. Question Item	Calculated r	Table r	Remarks
1	0.920	0.361	Valid
2	0.869	0.361	Valid
3	0.849	0.361	Valid
4	0.937	0.361	Valid
5	0.931	0.361	Valid
6	0.901	0.361	Valid
7	0.876	0.361	Valid
8	0.876	0.361	Valid
9	0.905	0.361	Valid
10	0.914	0.361	Valid

Source: Data processed by the researcher in 2026

Based on Table 1, it is evident that all statements used in the questionnaire for the service quality variable are valid, as all questionnaire items have a *Pearson correlation* coefficient ($r_{\text{calculated}}$) greater than r_{table} (0.361).

Validity Test for Customer Satisfaction (Variable X2)

To assess the validity of the customer satisfaction variable, the researcher compiled the questionnaire item results into the following table:

Table 2. Validity of the Customer Satisfaction Variable (X2)

Question Item No.	Calculated r	Table r	Description
1	0.899	0.361	Valid
2	0.853	0.361	Valid
3	0.871	0.361	Valid
4	0.837	0.361	Valid
5	0.819	0.361	Valid
6	0.850	0.361	Valid

Source: Data processed by the researcher in 2026

Based on Table 2, it is evident that all statements used in the questionnaire for the customer satisfaction variable are valid, since all questionnaire items have a *Pearson correlation coefficient* ($r_{\text{calculated}}$) greater than r_{table} (0.361).

Validity Test for Customer Loyalty (Variable Y)

To calculate the validity of the Customer Loyalty variable, the researcher compiled the questionnaire item results into the following table:

Table 3. Validity of the Customer Loyalty Variable (X²)

Question No.	Calculated r	Table r	Description
1	0.900	0.361	Valid
2	0.893	0.361	Valid
3	0.845	0.361	Valid
4	0.893	0.361	Valid
5	0.858	0.361	Valid
6	0.925	0.361	Valid

Source: Data processed by the researcher in 2026

Based on Table 3, it is evident that all statements used in the questionnaire for the customer satisfaction variable are valid, since all questionnaire items have a *Pearson correlation coefficient* ($r_{\text{calculated}}$) greater than r_{table} (0.361).

Reliability Test

According to Sugiyono (2022), a reliability test measures the extent to which measurements taken on the same object will yield the same data. Reliability tests are conducted on questionnaire items that have been deemed valid; a variable is considered reliable if the responses to the questions are consistently the same. The results of the instrument's reliability test are presented in Table 4 as follows:

Table 4. Reliability Calculations for Each Variable

Variable	Cronbach's Alpha	Number of Items
Service Quality	0.973	10
Customer Satisfaction	0.926	6
Customer Loyalty	0.944	6

Source: Data processed by the researcher in 2026

The results of the reliability testing of the instrument yielded *Cronbach's alpha* values greater than 0.7, specifically 0.973 for the service quality variable, 0.926 for the customer satisfaction variable, and 0.944 for the customer loyalty variable. The questionnaire's reliability for these two variables is considered adequate if it yields a *Cronbach's alpha* value

greater than 0.7. Based on the information above, it can be concluded that the statements in this research questionnaire possess sufficient reliability and are suitable for use in the context of this study.

Normality Test

In this study, data normality was tested using *SPSS for Windows* software. The normality test used was the *Kolmogorov-Smirnov* test. The criterion used was significance for a two-tailed test. If the calculated result is greater than 0.05, it can be concluded that the data are normally distributed.

Table 5. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters ^{a, b}	Mean	0.0000000
	Standard Deviation	1.74856280
Most Extreme Differences	Absolute	0.080
	Positive	0.072
	Negative	-0.080
Test Statistic		0.080
Asymptotic Significance (2-tailed)		0.200 ^{c, d}

Source: Data processed by the researcher in 2026

Based on the results of the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.200. In the Kolmogorov-Smirnov test, a significance value greater than 0.05 indicates that the data do not differ significantly from a normal distribution. Since the significance value of 0.200 is greater than 0.05, it can be concluded that there is insufficient evidence to reject the null hypothesis. This means that the residual data follow a normal distribution and the normality test shows no significant deviation from normality.

Simultaneous Test (F-Test)

The F-test is used to determine whether independent variables collectively or simultaneously have a significant effect on the dependent variable. In this study, the F-test was conducted to determine whether Service Quality and Customer Satisfaction simultaneously affect Customer Loyalty. The basis for decision-making in the F-test is the significance value. If the Sig. value is < 0.05 , then the independent variables collectively have a significant effect on the dependent variable. Conversely, if the Sig. value is > 0.05 , then the independent variables collectively do not have a significant effect on the dependent variable.

Table 6. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	476.833	2	238,417	72,601	,000 ^b
	Residual	88,667	27	3,284		
	Total	565,500	29			

Source: Data processed by the researcher in 2026

Based on Table 6, the calculated F-value is 72.601 with a significance level of 0.000. Since the significance level of 0.000 is less than 0.05, it can be concluded that Service Quality and Customer Satisfaction simultaneously have a significant effect on Customer Loyalty. Thus, the hypothesis stating that Service Quality and Customer Satisfaction jointly influence Customer Loyalty is accepted.

Partial Test (t-Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. In this study, the t-test was conducted to determine whether Service Quality and Customer Satisfaction, individually, have a significant effect on Customer Loyalty.

The basis for decision-making in the t-test is the significance value. If the Sig. value is < 0.05 , then the independent variable has a significant effect on the dependent variable. Conversely, if the Sig. value is > 0.05 , then the independent variable does not have a significant effect on the dependent variable.

Table 7. T-Test

Coefficients ^a						
	Model			Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	4,942	1,827		2,705	0.012
	Service Quality	0.443	0.091	0.835	4.852	0.000
	Customer Satisfaction	0.093	0.175	0.092	0.535	0.597

Source: Data processed by the researcher in 2026

Based on the table above, the Service Quality variable has a coefficient of 0.443, a t-value of 4.852, and a significance level of 0.000. Since the significance level of 0.000 is less than 0.05, it can be concluded that Service Quality has a positive and significant effect on Customer Loyalty. Thus, the hypothesis stating that Service Quality influences Customer Loyalty is accepted.

Meanwhile, the Customer Satisfaction variable has a coefficient of 0.093, a t-value of 0.535, and a significance level of 0.597. Since the significance level of 0.597 is greater than 0.05, it can be concluded that Customer Satisfaction does not have a significant effect on Customer Loyalty. Thus, the hypothesis stating that Customer Satisfaction influences Customer Loyalty is rejected

R-Square R^2 Test

A coefficient of determination test was conducted to determine the strength of the relationship and the extent to which variations in Customer Loyalty can be explained by the variables Service Quality and Customer Satisfaction. This analysis was conducted in three scenarios: (1) the effect of Service Quality on Customer Loyalty with Customer Satisfaction as an additional predictor in a multiple model, (2) the effect of Customer Satisfaction on Customer Loyalty alone, and (3) the simultaneous effect of Service Quality and Customer Satisfaction on Customer Loyalty. The results of data analysis using SPSS are presented in the following table to compare the values of R, R-squared, adjusted R-squared, and standard error of the estimate for each model.

Table 8. Coefficient of Determination R^2

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
X1 + X2	0.918	0.843	0.832	1.812
X2	0.841	0.707	0.696	2.435
X1 + X2 simultaneously	0.918	0.843	0.832	1.812

Source: Data processed by the researcher in 2026

The table above shows that the relationship between Service Quality and Customer Satisfaction, taken together with Customer Loyalty, is very strong ($R = 0.918$), and the combination of these two independent variables explains 84.3% of the variation in customer loyalty ($R\text{-squared} = 0.843$), whereas when Customer Satisfaction was tested on its own, it explained only 70.7% of the variation ($R\text{-squared} = 0.707$), though the relationship remained very strong ($R = 0.841$). The difference in R-Square between the single model (0.707) and the multiple model (0.843) indicates that the addition of the Service Quality variable makes a significant contribution to improving the model's ability to explain customer loyalty, and this is also reflected in the smaller Standard Error of the Estimate, which is smaller in the multiple model (1.812) compared to the single model (2.435), indicating better estimation precision. The Adjusted R-Square of 0.832 in the multiple model confirms that the model's contribution remains strong after adjusting for the number of predictors, and overall, these results show that service quality is an important factor that adds explanatory power beyond customer satisfaction in predicting customer loyalty, although 15.7% of the variation in loyalty is still influenced by other factors such as price, brand image, promotions, customer experience, and ease of access to services.

Discussion

The discussion of the research results is conducted by linking the statistical findings to the research objectives, theory, and relevant previous studies. This discussion is important to explain the empirical significance of the test results, so that the analysis does not merely stop at statistical figures but also provides a scientific understanding of the relationship between service quality, customer satisfaction, and customer loyalty at Kopi Janji Jiwa Jilid 738 in Gunungsitoli.

The Effect of Service Quality on Customer Loyalty

The first objective of this study is to determine the effect of service quality on customer loyalty at Kopi Janji Jiwa Jilid 738 in Gunungsitoli. Based on the t-test results, the Service Quality variable has a regression coefficient of 0.443, a calculated t-value of 4.852, and a significance level of 0.000. Since the significance level is less than 0.05, Service Quality has a positive and significant effect on Customer Loyalty. Thus, the first research objective has been met, and the hypothesis stating that Service Quality influences Customer Loyalty is accepted.

This finding indicates that the better the service quality provided by Kopi Janji Jiwa Jilid 738 Gunungsitoli, the higher the customer loyalty. In the context of a coffee shop, service quality is not only reflected in the friendliness of the staff but also in the speed of service, the accuracy of orders, the suitability of the products served, the cleanliness of the premises, the comfort of the facilities, the staff's ability to provide information, and their attentiveness to customer needs. Customers who have a positive service experience tend to form a favorable impression, make repeat purchases, and recommend the establishment to others.

These findings align with the research by Lee et al (2021), which confirms that service quality in coffee shops has a significant relationship with customer loyalty. These findings are also consistent with the work of Yuanitasari et al (2022), who studied Janji Jiwa Coffee Shop in Malang and found that service quality has a positive and significant effect on customer loyalty. Additionally, Purwanto et al (2024) also identified service quality as a key factor in building customer loyalty at coffee shops.

Theoretically, these findings support the view that service quality is one of the key determinants in service marketing. In service businesses such as the coffee shop, customers do not merely purchase a product in the form of a beverage but also buy a service experience. Therefore, consistent, responsive, and friendly service plays a crucial role in building customer loyalty. These findings also reinforce the relevance of service quality dimensions such as tangibles, reliability, responsiveness, assurance, and empathy in explaining loyal customer behavior, as demonstrated in Sulistiowati et al (2025) study on the café industry.

Thus, the results of this study indicate that efforts to increase customer loyalty at Kopi Janji Jiwa Jilid 738 in Gunungsitoli must begin with improving service quality. If employees

are able to provide service that is fast, friendly, accurate, and consistent, customers will have stronger reasons to continue choosing Kopi Janji Jiwa over other coffee shops.

The Effect of Customer Satisfaction on Customer Loyalty

The second objective of this study was to determine the effect of customer satisfaction on customer loyalty at Kopi Janji Jiwa Jilid 738 in Gunungsitoli. Based on the t-test results, the Customer Satisfaction variable has a regression coefficient of 0.093, a calculated t-value of 0.535, and a significance level of 0.597. Since the significance level is greater than 0.05, Customer Satisfaction does not have a significant effect on Customer Loyalty when analyzed in isolation. Thus, the second research objective has been addressed, but the hypothesis stating that Customer Satisfaction influences Customer Loyalty is statistically rejected.

Although Customer Satisfaction does not have a significant effect when analyzed in isolation, the direction of the relationship indicated by the regression coefficient remains positive. This means that an increase in customer satisfaction still tends to increase loyalty, but this effect is not strong enough when tested alongside Service Quality. This may occur because most of the variation in customer loyalty is already explained by Service Quality. This is also evident from the very strong correlation between Service Quality and Customer Satisfaction, which is 0.897. In other words, customer satisfaction is closely related to service quality; therefore, when both variables are included together in the regression model, the unique contribution of Customer Satisfaction to Customer Loyalty becomes smaller.

This finding must be interpreted with caution. The correlation test results indicate that Customer Satisfaction has a very strong relationship with Customer Loyalty, specifically 0.841 with a significance level of 0.000. However, the multiple regression results show that this relationship does not automatically translate into a significant partial effect once Service Quality is controlled for. Thus, in the context of this study, satisfied customers do not necessarily become loyal immediately if service quality as the customer's primary experience plays a more dominant role in shaping loyalty.

When compared to previous studies, these results differ from the findings of Yum & Yoo (2023), who showed that customer satisfaction has a positive effect on loyalty and acts as a mediator in the relationship between service quality and loyalty Yuanitasari et al (2022) also found that customer satisfaction has a positive effect on customer loyalty at Janji Jiwa Coffee Shop in Malang. However, differences in research results are to be expected, as they can be influenced by variations in location, respondent characteristics, sample size, research indicators, and the competitive landscape of the coffee shop industry in each region.

In the context of Kopi Janji Jiwa Jilid 738 in Gunungsitoli, these results indicate that customer satisfaction needs to be managed more effectively to translate into loyalty. Momentary customer satisfaction such as satisfaction with the taste of a drink or the ambiance of the venue may not be sufficient to encourage repeat purchases if customers still have many other coffee shop options. Therefore, satisfaction must be reinforced through consistent

service experiences, customer engagement programs, menu availability, consistent taste, and prompt complaint resolution.

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty

The third objective of this study is to determine the simultaneous influence of Service Quality and Customer Satisfaction on Customer Loyalty at Kopi Janji Jiwa, Branch 738, Gunungsitoli. Based on the results of the F-test, the calculated F-value was 72.601 with a significance level of 0.000. Since the significance level is less than 0.05, Service Quality and Customer Satisfaction simultaneously have a significant effect on Customer Loyalty. Thus, the third objective of the study has been met, and the simultaneous hypothesis is accepted.

The multiple correlation coefficient (R) of 0.918 indicates that the relationship between Service Quality and Customer Satisfaction, taken together with Customer Loyalty, falls into the “very strong” category. Meanwhile, the R-squared value of 0.843 indicates that Service Quality and Customer Satisfaction account for 84.3% of the variance in Customer Loyalty. These results indicate that the research model has a high explanatory power, suggesting that these two independent variables are relevant for explaining customer loyalty at the study site.

Empirically, these findings illustrate that coffee shop customer loyalty is formed through a combination of service experiences and customer satisfaction. Good service can create positive experiences, while customer satisfaction reinforces customers’ assessments of the benefits received. If both aspects are consistently maintained, customers are more likely to make repeat purchases, continue choosing the same brand, and provide positive recommendations to others.

These research results align with Abdichianto & Ruslim (2024), who found that service quality, food quality, and reasonable pricing influence customer satisfaction and loyalty in the coffee shop industry. These findings also align with Saputra et al (2024), who studied coffee shops and emphasized the importance of atmosphere, employee attitudes, coffee quality, and customer satisfaction in building loyalty. Furthermore, Sulistiowati et al (2025) emphasizes that coffee shop managers need to improve service quality to create satisfaction, which ultimately strengthens customer loyalty.

Although both variables have a significant simultaneous effect, the results of the partial test indicate that Service Quality is a more dominant variable compared to Customer Satisfaction. This is evident from the Beta value for Service Quality of 0.835, which is significantly higher than the Beta value for Customer Satisfaction of 0.092. Therefore, strategies to enhance customer loyalty at Kopi Janji Jiwa Jilid 738 Gunungsitoli should prioritize improving service quality, while maintaining customer satisfaction through product quality, a comfortable environment, and consistent customer experiences.

Thus, the discussion based on the research objectives indicates that Service Quality has a significant effect on Customer Loyalty; Customer Satisfaction does not have a significant partial effect; however, Service Quality and Customer Satisfaction together have a

significant effect on Customer Loyalty. These findings indicate that customer loyalty at coffee shops is not determined solely by satisfaction but primarily by the quality of the service experience customers receive directly.

CONCLUSION

Based on the results of the study at Kopi Janji Jiwa, Branch 738, Gunungsitoli, service quality has a positive and significant effect on customer loyalty (coefficient 0.443; $t = 4.852$; $p = 0.000$), whereas customer satisfaction did not show a significant partial effect (coefficient 0.093; $t = 0.535$; $p = 0.597$), although the direction of the effect was positive. Simultaneously, service quality and customer satisfaction contribute significantly to customer loyalty ($F = 72.601$; $p = 0.000$), with a very strong multiple correlation ($R = 0.918$) and an R-squared of 0.843, indicating that 84.3% of the variation in loyalty can be explained by these two variables; the Beta values indicate that service quality (Beta = 0.835) is more dominant than customer satisfaction (Beta = 0.092). Therefore, efforts to increase customer loyalty are more effectively focused on improving service quality through speed and accuracy of service, employee friendliness, consistency in presentation, cleanliness and comfort of the premises, as well as employee communication training to handle complaints and explain the menu effectively.

As a practical follow-up, managers are advised to develop and implement clear service operational standards (procedures for greeting customers, taking orders, serving products, and handling complaints), maintain consistency in the customer experience regarding taste, menu availability, pricing, and facilities, and provide customer feedback channels (suggestion boxes, QR code surveys, digital forms) for continuous improvement. Employees need to continuously improve their service communication skills so that interactions with customers are more polite, friendly, and responsive. For future research, it is recommended to include other variables that may influence loyalty (e.g., product quality, price, promotions, brand image, store atmosphere, location), use a larger sample size, and compare multiple coffee shops so that the findings are more comprehensive and representative.

REFERENCES

- Abdichianto, V. V., & Ruslim, T. S. (2024). Fostering Loyalty: Investigating the Coffee Shop with Satisfaction as an Intervening Variable. *International Journal of Application on Economics and Business*, 2(3), 1–14. <https://doi.org/10.24912/ijaeb.v2i3.1-14>
- Dzikra, F. M. (2020). The Effect of Service Quality on Customer Satisfaction at the UD. Sari Motor Car Repair Shop in Pekanbaru. *Jurnal Eko Dan Bisnis: Riau Economic and Business Review*, 11(3), 262–267.
- Indrasari, M. (2019). *Marketing and Customer Satisfaction* (1st ed., Vol. 1). Unitomo Press.
- Kotler, P., & Keller, K. L. (2018). *Marketing Management* (12th ed., Vol. 2). PT Indeks.
- Lee, S., Lee, J., Kim, J., Park, S., & Kim, H. (2021). A Study on the Impact of Coffee Service Quality on Customer Loyalty. *Journal of Advanced Researches and Reports*, 1(1), 25–32. <https://doi.org/10.21742/JARR.2021.1.1.04>

- Pio, J., & Al., E. (2022). The Influence of Location, Service Quality, and Price Perception on Customer Satisfaction at Janji Jiwa Coffee Shop, Volume 667, Tomohon. *Jurnal Ilmiah MEA*, 6(3), 19–30.
- Purwanto, A., Qomariah, N., Nursaid, & Thamrin, M. (2024). The Influence of Service Quality, Trust, and Product Quality on Customer Loyalty of Kopi Roso Coffee Shop, Jember. *BIRCI-Journal*, 7(2), 335–345.
- Saputra, R. H., Mariam, S., & Ramli, A. H. (2024). The Effect of Service Quality and Customer Satisfaction on Customer Loyalty in Coffee Shops. *Scientific Journal of Unity Management*, 12(5), 1697–1714. <https://doi.org/10.37641/jimkes.v12i5.2824>
- Siahaan, E. (2023). *Research Statistics* (1st ed., Vol. 1). USU Press.
- Soesana Abigail, Subakti, H., Karwanto, Fitri, A., Kuswandi, S., Sastri, L., Falani, I., Aswan, N., Hasibuan, F. A., & Lestari, H. (2023). *Quantitative Research Methodology* (1st ed., Vol. 1). Our Writing Foundation.
- Sugiyono. (2022). *Qualitative Research Methods*. Alfabeta.
- Sulistiowati, Supriyanto, A., Erstiawan, M. S., Soebijono, T., & Angesti, D. (2025). Service Quality and Customer Loyalty: The Mediating Role of Customer Satisfaction in Cafes. *GREENOMIKA*, 7(1), 29–42. <https://doi.org/10.55732/unu.gnk.2025.07.1.4>
- Tjiptono, F., & Chandra, G. (2016). *Service Marketing (Principles, Applications, and Research)*. ANDI.
- Tjiptono, F., & Diana, A. (2019). *Customer Satisfaction – Concept, Measurement, and Strategy*. ANDI.
- Wijaya, & Sujana. (2020). The Effect of Service Quality and Price Perception on Customer Satisfaction and Their Impact on Word of Mouth. *Journal of Unitary Tourism*, 1(1).
- Yuanitasari, A. R., Jualiati, R., & Praharjo, A. (2022). The Influence of Service Quality on Customer Loyalty Mediated by Customer Satisfaction at Janji Jiwa Coffee Shop Malang. *Journal of Business Management and Entrepreneurship*, 2(4). <https://doi.org/10.22219/jamanika.v2i04.23699>
- Yum, K., & Yoo, B. (2023). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability*, 15(14), 11214. <https://doi.org/10.3390/su151411214>