



Analysis of the influence of product quality and price on customer loyalty at Bonaparte Coffee House in Rappang

Nurbina¹, Pratiwi Ramlan², Wahyuni Saleh³

^{1,2,3} Binis Digital, Universitas Muhammadiyah Sidenreng Rappang, Indonesia

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ABSTRACT

This study aims to determine the Influence of Product Quality and Product Price on Bonaparte Coffee House customer loyalty in Rappang. The population in this study is Bonaparte Coffee House Sidenreng Rappang consumers conducted using the Accidental Sampling technique using the Slovin formula, so that 60 consumers were used as respondents. The research method uses correlational quantitative research. The data used is primary data obtained using questionnaires, observations, interviews, and documentation. The data analysis techniques used were multiple linear regression coefficient analysis, determination coefficient, t-test statistical analysis and F-test statistical analysis.

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Corresponding Author:

Nurbina,

Binis Digital,

Universitas Muhammadiyah Sidenreng Rappang,

Maccorawalie, Kec. Panca Rijang, Kabupaten Sidenreng Rappang, Sulawesi Selatan 91651, Indonesia

Email: nurbinabinao21@gmail.com

1. INTRODUCTION

The food business sector (culinary) is one of the business sectors with the fastest growth potential. Many entrepreneurs in the culinary sector have achieved financial success. Food and beverages are basic human needs, which is why the culinary business continues to grow both in terms of volume and quality. Businesses in the culinary sector cover a wide spectrum, such as roadside stalls, cafes, restaurants, and coffee shops. A successful restaurant will build a positive relationship with its customers by catering to their needs, wants, and tastes.

Clean and superior products and attentive service are two ways that culinary businesses can guarantee customer happiness. The impact of the development of the times has resulted in a variety of products and services, each with unique features and advantages. As a result, when taking advantage of the products and services offered by manufacturers, customers have several options. Customers rate a product better if they believe it has value or even more value compared to its competitors.

A product is considered outstanding by customers if it turns out to have a higher value than similar products from competitors. Zeithaml and Bitner summarize that a product is considered successful if its benefits or qualities meet the required standards. Compare with the sacrifices made by consumers. In addition, one product is more profitable or more competitive

when compared to competitors if the customer understands the product in question better, similar to the design offered.

Product quality refers to the ability of a product to carry out its functions effectively. Product quality includes durability, reliability, accuracy, ease of operation and repair, as well as other valuable characteristics. To improve product quality, companies can implement a total quality management (TQM) program (Daga, 2017)

The definition of price is an important factor in any business if there is a price, the business will get money for its operations. In addition, price is a tool used by consumers to start the negotiation process of a certain good or service. Price is one of the most important factors in the product development process to obtain the desired product and determine what is actually needed and desired (Santoso et al., 2019)

The definition of customer loyalty is a customer's deep commitment to re-subscribe or purchase a regularly selected product or service in the future. Loyal consumers are measured not by how much they buy, but by how often they repeatedly buy and recommend others to buy. (Rio Sasongko 2021)

Product quality will be directly proportional to the price of the product, in the midst of fierce business competition, it is necessary to focus attention on the suitability of prices and product quality which will be a guarantee in maintaining consumer loyalty to always buy and use the product now and in the future. Product quality and price do play an important role in customer satisfaction for a product, satisfaction will be obtained by customers if the price of a product is in accordance with the quality of the product which is able to deliver value and match customer needs and expectations. Product quality and price are two complementary factors that can have an impact on customer loyalty.

In research (Tampi et al., 2022) Clear Product Quality will certainly increase Customer Loyalty to the Sumiati Tofu Factory. Good product quality also allows consumers to distinguish the Sumiati Tofu Factory. The implication of this study is that Product Quality is one of the strategies that can be used by the company to be able to provide a good identity to the Sumiati Tofu Factory, so that the Sumiati Tofu Factory can be better known and easy to remember, both from its services and the information provided. Based on the results of the research described earlier, it was found that price variables have no significant influence on Customer Loyalty of Sumiati Tofu Factory. It can be interpreted that there is a significant relationship between Price and Customer Loyalty where Price is an important supporting factor needed by a product in competing with other products where Price shows that the product is easy to find, and easy to reach for all people so that when a product has a good price, it will certainly increase Customer Loyalty to the product.

Coffee shops are often visited by people of various backgrounds and socio-cultural backgrounds to gather, discuss, convey public opinions, drink together to get useful information. To face the competition that occurs in the culinary world today, especially in the coffee shop business, every culinary entrepreneur is required to be able to provide something different from the others. This is also done by the owner of Bonaparte Coffe House which is one of the coffee shops that is well known by millennials since 2016. This coffee shop is also facing rampant competition, so the owner is constantly paying attention and increasing the value of his business, so that consumers are increasingly satisfied with their business. A company's ability to sell its products and services depends on how seriously it pays attention to customer satisfaction and product quality. High quality is not determined by how well the company views quality, but how well customers view quality. Therefore, the performance of companies, especially service and product companies, is greatly influenced by consumer opinion according to (Khalik wahdanial.)

After the author conducted observations and interviews with the coffee shop business owners, several new things were found. The business owner said that the business he runs is growing very rapidly and stably. The number of visitors who come every day has continued to

increase in recent years so that the expansion of business places has been carried out. This also has an impact on increasing the amount of income at the coffee shop. Although there is competition between similar business places, this coffee shop is always crowded with visitors, both young and even adults.

Even though it has improved, the owner of Bonaparte Coffe House certainly wants to improve the quality and price of products so that they can continue to increase customer loyalty, innovations are needed in order to survive in the culinary business as currently the latest innovation that has emerged is the Bona Bottle Coffee Ice this is a special attraction for coffee lovers. However, apart from the development and innovation that seems to be increasing, on the other hand there are some customers who argue that at Bonaparte Coffe House the menu prices offered are a little higher than other coffee shops, there are also those who complain about orders ordered by customers whose serving is quite long so that consumers feel a little bored, besides that there are also customer complaints about the taste that may be different from the order Previously, both in terms of freshness and quality. Based on the description above, the researcher is interested in conducting a study with the title "Analysis of the Influence of Product Quality and Product Price on Customer Loyalty at Bonaparte Coffe House in Rappang".

2. RESEARCH METHOD

This research method was carried out with the aim of analyzing product quality and price on customer loyalty at Bonaparte Coffee House Rappang, Jl. Andi Sulolipu, Panca Rijang District, Sidenreng Rappang Regency. This study was chosen because similar research has never been conducted in the Rappang area, especially in the context of analyzing product quality and price on customer loyalty. The research time was carried out for approximately two months. The research method used is quantitative descriptive, where primary data collection is carried out through questionnaires distributed to Bonaparte Coffee House consumers. The population of this study is consumers of Bonaparte Coffee House in Sidenreng Rappang Regency, with a daily population of around 150 people. The sampling technique uses an incidental sampling technique, where 60 consumers are selected as samples based on the slovin formula. Data collection was carried out through questionnaires, observations, and interviews. The data collected will be analyzed using multiple linear regression to determine the influence of product quality and price on customer loyalty. In addition, validity and reliability tests, as well as classical assumption tests such as normality tests and multicollinearity tests will also be carried out to ensure the reliability and validity of the data. This data analysis method is expected to provide a deeper understanding of the relationship between product quality, price, and customer loyalty at Bonaparte Coffee House Rappang.

3. RESULTS AND DISCUSSIONS

Characteristics Responden

This research began in February 2024, by distributing questionnaires for the collection of data needed for this study. The study took 60 people as respondents who were customers at Bonaparte *Coffee House* Rappang, and several characteristics of respondents were known, as follows:

Characteristics by Gender.

Regarding respondents by gender, you can see in the following table:

Table 1. Respondent Characteristics by Gender

No.	Gender	Frequency	Presented
1	Male	24	40%
2	Female	36	60%
Jumlah		60	100%

Data Source: Questionnaire Data Processing Results, March 2024

Based on the data from table 1, it can be seen that the number of male respondents is 24 people or 40% while the number of female respondents is 36 people or 60%, so the number of respondents in this study is 60 people or 100%, so it can be concluded that the number of female respondents is more than the number of male respondents.

Characteristics Based on Age

Regarding respondents by age, you can see in the following table:

Table 2. Respondent Characteristics by Gender

No.	Age	Frequency	PreseFrequencyntase
1	17-20 Years	18	30%
2	21-30 Year	39	65%
3	31-40 Year	3	5%
Sum		60	100%

Data Source: Questionnaire Data Processing Results, March 2024

Based on the data from table 2, it can be seen that the number of respondents aged 17-20 years is 18 people or 30%, respondents aged 21-30 years are 39 people or 65%, while respondents aged 31-40 years are 3 people or 5%. Therefore, the most respondents aged 21-30 years were 39 people and the least were respondents aged 31-40 years old, which was 3 people.

Statistical Analysis

Validity Test and Reliability Test

Validity is very important because validity guarantees the validity of measurements from a specified scale of variables used in determining the relationship of an event or phenomenon. The significance test was carried out by comparing the value of the calculated *r* (*total correlation*) with the value of the *r* table with the provision for *degree of freedom* (*df*) = *n*-2, where *n* is the number of samples. If: *r* calculates > *r* table, it means that the question is declared valid. However, if *r* counts < *r* table, it means that the question is declared invalid. (Ahyar & Juliana Sukmana, 2020).

Table 3. Validity Test Results

Instruments	Validity Test		Information
	Pearson Corelation R count	R table	
Product Quality (X1)			
X1.1	0,658	0,254	Valid
X1.2	0,776	0,254	Valid
X1.3	0,673	0,254	Valid
X1.4	0,664	0,254	Valid
X1.5	0,608	0,254	Valid
X1.6	0,726	0,254	Valid
Product Price (x2)			
X2.1	0,572	0,254	Valid
X2.2	0,582	0,254	Valid
X2.3	0,703	0,254	Valid
X2.4	0,590	0,254	Valid
Customer Loyalty (Y1)			
Y1.1	0,625	0,254	Valid
Y1.2	0,683	0,254	Valid
Y1.3	0,692	0,254	Valid
Y1.4	0,609	0,254	Valid
Y1.5	0,698	0,254	Valid

Here are 15 statements with different variables. In the statement with the symbol X1, it is a statement intended for the X1 variable, namely the independent variable of Product Quality, while for the

statement X₂, which is the independent variable of Product Price. Here for the statement intended for the bound variable is the statement with the symbol Y₁ which is Customer Loyalty.

From the table above, it can be seen that each statement item has a $R_{cal} > R_{table}$ (0.254) and has a positive value, thus the statement item is declared valid. The condition for a statement to be said to be valid is if the $R_{cal} > R_{table}$. Here all the items of the statement are said to be valid because the $R_{cal} > R_{table}$.

The statement is said to be valid for the next test that must be carried out, namely the reliability test to determine the consistency of the answers from the statement items obtained from the respondents. The reliability test of the results of the study can be presented as shown in the table below.

Table 4. Reliability Test Results

Variable	Concrobach's Alpha	R kritis	Information
Product Quality (X ₁)	0,774	0,60	Reliable
Price (x ₂)	0,722	0,60	Reliable
Customer Loyalty (Y ₁)	0,676	0,60	Reliable

Rkritis is the limit for determining questionnaires that can be said to be reliable. The **Rkritis limit** here is 0.60 based on the description of the table above, it can be seen that the product quality variable has a *Concrobach's Alpha* of 0.774 > 0.60, the price variable has a *Concrobach's Alpha* of 0.722 > 0.60 and the customer loyalty variable has a *CoInformationncrobach's Alpha* of 0.676 > 0.60, so it can be said that the data is said to be reliable because of the value of *Concrobach's Alpha* is greater than 0.60.

Classical Assumption Test

Normality Test

The normality test can be carried out using a standardized *residual regression* histogram. As for statistics, the normality test can be carried out by *exploring* analysis and using the significance value in the *Kolmogorov-Smirnov column*. The analysis technique is as follows: If the probability value of sig 2 tailed > 0.05, then the data distribution is normal. If the probability value of sig 2 tailed < 0.05, then the data distribution is abnormal. (Dr. Imam Machali, n.d.)

Table 5. Kolmogrov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test				
		Kualitas	Harga	Loyalitas
N		60	60	60
Normal Parameters ^{a,b}	Mean	24.78	16.33	20.33
	Std. Deviation	3.370	2.275	2.862
Most Extreme Differences	Absolute	.078	.101	.096
	Positive	.074	.079	.096
	Negative	-.078	-.101	-.074
Test Statistic		.078	.101	.096
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.199 ^c	.200 ^{c,d}

Based on the results of the Kolmogorov-Smirnov normality test, it is known that the significance value on product quality is 0.200 > 0.05, the significance value on price is 0.199 > 0.05 and the significance value on customer loyalty is 0.200 > 0.05, then it can be said that all residual values are normally distributed and can be continued to the next stage, namely the regression stage. The data above is proven to have passed the normality test because the significance value exceeds 0.05 so it can be said that this data is normally distributed.

Multicollinearity Test

This multicollinearity test is needed to determine whether or not the independent variable chooses similarity between the independent variables in a model. The similarity between the variables will result in a very strong correlation. very strong. If the resulting VIF (Variance Inflation

Factor) is between 1-10 then there is no multicollinearity. Multicollinearity will occur if VIF value < 10 or tolerance value > 0.1

Table 6. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.123	.502		2.238	.029		
	Kualitas	.593	.048	.748	12.431	.000	.172	5.830
	Harga	.289	.069	.251	4.171	.000	.172	5.830

a. Dependent Variable: LOYALTY

Source: Data processed (2024)

From the results of the multiple linear regression test above, a regression equation model is obtained as follows:

$$Y = a + b_1.X_1 + b_2.X_2$$

$$Y = 1,123 + 0,593 + 0,289$$

Interpretasi:

- a. The constant value of 1.123 means that if the variables of product quality and product price are considered constant, then the level of customer loyalty at Bonaparte Coffee House increases by 1.123 units.
- b. The value of the Product Quality Coefficient (X₁) of 0.593 means that if the product quality variable (X₁) increases by 1 unit, then the Customer Loyalty Rate (Y) will also increase by 0.593 units assuming that the other variables are considered constant.
- c. The value of the product price coefficient (X₂) of 0.289 means that if the product price variable (X₂) increases by 1 unit, then the customer loyalty rate (Y) will also increase by 0.289 units assuming that the other variables are considered constant.

Hypothesis Testing

T Test (Partial Test)

The hypothesis test is intended to find out whether or not there is an influence of the independent variable on the bound variable. The results of the hypothesis test or t-test in this test are as follows:

Table 7. T Test Results (Partial Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.123	.502		2.238	.029
	Kualitas Produk	.593	.048	.748	12.431	.000
	Harga	.289	.069	.251	4.171	.000

a. Dependent Variable: Customer loyalty

Source: Data processed (2024)

Based on the information in the table above, t calculates on the independent variables, namely product quality of 12,431, and price of 4,171. Here the degree of freedom (df) = n-k-1 = 60-2-1 = 58, then we get t table of 1.672. Based on this, then:

- 1) In the product quality variable (X₁) has a t calculation of 12.238, based on this information, t count (12.238) > t table (1.672). So if t counts > t table, then H₀ is rejected, meaning that statistically it is influential. This means that there is a positive influence between product quality variables on customer loyalty (Y) at Bonaparte Coffee House.
- 2) In the product quality variable (X₁) has a t calculation of 12.238, based on this information, t count (12.238) > t table (1.672). So if t counts > t table, then H₀ is rejected, meaning that

statistically it is influential. This means that there is a positive influence between product quality variables on customer loyalty (Y) at Bonaparte *Coffee House*.

- 3) Based on the information of the hypothesis test above, it can be concluded that product quality (X₁) and price (X₂) have a positive influence on customer loyalty (Y) at Bonaparte *Coffee House*.

Test F (Simultaneous Test)

The F test is known as the simultaneous test or model test or the Anova test, which is a test that functions to see how all the independent variables together affect the bound variables. The following are the results of the F test as seen in the Table as below:

Table 8. Test Results F (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.205	2	170.602	776.187	.000 ^b
	Residual	12.528	57	.220		
	Total	353.733	59			
a. Dependent Variable: Customer loyalty						
b. Predictors: (Constant), Price, Product Quality						

Source: Data processed (2024)

Based on table 8, it can be seen that the $F_{cal} > F_{table}$ is $776,187 > 3,159$. Therefore, it can be concluded that all independent variables, namely product quality (X₁) and price (X₂) have a joint or simultaneous influence on the customer loyalty variable (Y) at Bonaparte *Coffee House*.

Coefficient of Determination Test (R²)

The magnitude of the *Adjusted R²* value is between 0 -1 ($0 < \text{Adjusted } R^2 < 1$) this determination coefficient is used with the aim of finding out how much *the independent variable* affects the *dependent variable*. The value of *Adjusted R-Square* is said to be good if the value is >0.5 because the value of *Adjusted R²* is close to 1, then most of *the independent variables* explain the *dependent variable* while, if the determination coefficient is 0, then *the independent variable* has no effect on the *dependent variable*. The following are the results of the determination coefficient (R²) test contained in the following table:

Table 9. Determination Coefficient Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.982 ^a	.965	.963	.469
a. Predictors: (Constant), PRICE, QUALITY				

Source: Data processed (2024)

Based on the results of the determination coefficient (R²) test shown by *the Adjusted R Square*, which is 0.963, it means that 96.3% of the customer loyalty variable (Y) can be explained by the variables Product Quality (X₁) and Price (X₂) while the remaining 3.7% is explained by variables that are not used in this study.

Discussion

The Effect of Product Quality on Customer Loyalty

Based on the results of the regression test (t-test), it was found that the product quality variable had an influence on the bound variable, namely customer loyalty. This is shown from the comparison of t count and t table. The calculated t value obtained was 12.238 while the table t was 1.672. So after looking

at the calculated t value > t table, it can be concluded that these two variables have an effect. The results of this study are in accordance with the results of research conducted by (Andrian, n.d.) that product quality has an effect and is significant to customer loyalty.

Effect of Price on Customer Loyalty

Based on the results of the regression test (t-test), it was found that the product price variable had an influence on the bound variable, namely customer loyalty. This is shown from the comparison of t count and t table. The calculated t value obtained was 12.238 while the table t was 1.672. So after looking at the calculated t value > t table, it can be concluded that these two variables have an effect. The results of this study are in accordance with the results of research conducted by (Raga et al., 2021) that product quality has an effect and is significant to customer loyalty.

4. CONCLUSION

Based on the results of the research that has been described in the previous chapter, it can be concluded that: Product Quality at Bonaparte *Coffee House* has a percentage result of 82.9% which is in the very good category, which is based on the accumulation of respondent response data regarding indicators of good aroma, arousing taste, right ripeness, attractive appearance, taste character, new innovations. The effect of product quality on customer loyalty at Bonaparte *Coffee House* is 96.3% which is categorized as "Influential or Significant". The effect of product price on customer loyalty at Bonaparte *Coffee House* is 96.3% which is categorized as "Influential or Significant". The influence of product quality and product price has a positive effect on customer loyalty. It was simultaneously concluded that all independent variables, namely product quality (X₁) and price (X₂), had a joint or simultaneous influence on the customer loyalty variable (Y) at Bonaparte *Coffee House*.

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