

## **The Effect Of Service Quality, Product Quality, And Brand Image On Customer Loyalty At Coffeeshop Cs Pemuda 45 Simpang Empat, Marbau District**

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### **Abstract**

The rapid growth of the fruit retail industry requires researchers to understand the factors that can influence consumer purchasing decisions. Fruit sellers need to offer not only exceptional products, but also a wide selection, competitive prices, and effective marketing campaigns to stay relevant amidst changing consumer preferences. This study explores how product variations, prices, and promotional activities can influence consumer purchasing decisions at a Fresh Fruit Shop located in Sirandorung, Rantauprapat. A quantitative approach was taken through a survey, data collected by distributing questionnaires to customers of the Fresh Fruit Shop in Sirandorung. The analytical method applied is a multiple linear regression analysis, which evaluates the influence of each independent variable on the dependent variable. This research can provide insight into the key factors that influence consumers' final purchasing decisions. Practically, this research aims to provide business leaders with more efficient marketing strategies, while from an academic perspective, this research can contribute as a reference for future studies on consumer behavior in the fresh fruit retail sector.

**Keywords:** *service quality, product quality, brand image, customer loyalty.*

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### **INTRODUCTION**

In recent years, the Indonesian coffee sector has shown tremendous progress, This is driven by increasing public interest in a modern lifestyle that values quality and experience. This is evident in the numerous coffee shops popping up in various regions, which not only serve coffee but also provide spaces for socializing, working, completing assignments, or simply relaxing. Coffee has now become an integral part of everyday life, especially for the younger generation, who see it as a symbol of social status and creativity. One such entity is the CS Pemuda 45 Simpang Empat Coffeeshop, located in Simpang Empat village, Marbau District, North Labuhanbatu Regency, and has been operating for approximately five years. This long period of operation indicates that the cafe has surpassed its initial stage and is developing a loyal customer base, although it still needs to adapt to rapid market changes.

Despite this, Coffeeshop CS Pemuda 45 continues to face a number of challenges in maintaining its competitiveness in the market. The biggest challenge

arises from increasing competition, particularly with the rise in the number of new coffee shops and coffee shops in the Marbau District. The presence of traditional coffee shops offering lower prices and a more relaxed atmosphere, coupled with modern coffee shops with attractive concepts and aggressive digital promotional strategies, has also reduced the coffee shop's market share. This situation has resulted in a decline in the number of visitors and difficulties in building customer loyalty, as consumers easily switch to other places offering new innovations and more affordable prices.

A company's success and competitiveness fundamentally depend on its ability to build and maintain customer loyalty. Customer loyalty to a product not only plays a role in increasing profitability but is also a crucial factor in maintaining business continuity (Dahlan et al., 2022). Customers with a high level of loyalty typically make repeat purchases, are less likely to switch to competitors' products, and are more likely to provide positive recommendations or suggestions about the product to others. This significantly impacts marketing cost efficiency while also creating revenue stability for the company. Therefore, in the face of increasingly fierce competition in the coffee shop business, companies need to build long-term relationships with customers to establish a loyal and sustainable customer base.

Customer loyalty is a commitment to a brand with a positive and pleasant attitude, which makes them keep coming back to buy consistently (Bellinda et al., 2020). In the context of the coffee shop business, loyal customers typically don't just return without much consideration, but also show a strong interest in the business's development. They follow new menu items, try new beverage or food variants, and pay attention to promotions or events held by the coffee shop. Furthermore, loyal customers also tend to share positive experiences with others, both directly and through social media, thus helping to indirectly expand their marketing reach.

Service quality is also a crucial aspect contributing to building a positive customer experience. Service quality is a consumer's evaluation of the extent to which the service they receive meets their expectations (Mariansyah & Syarif, 2020). When service is friendly, prompt, and convenient, consumers tend to exhibit higher levels of satisfaction and a desire to make repeat purchases. This not only increases immediate satisfaction but also fosters trust and creates a memorable experience. Therefore, the better the quality of service, the greater the likelihood that consumers will continue to choose a business, return, and make it their primary choice amidst increasingly fierce business competition.

Measurement of service quality can be seen from the services received by consumers in fulfilling their needs and desires (Hermawan et al., 2024). Consistent, fast, friendly, and personalized service will make consumers feel cared for, thereby fostering comfort and trust in the service provider. Ultimately, this can increase customer satisfaction and encourage them to return to the same service, as optimal service quality not only creates a positive experience but also forms an important foundation for building long-term relationships between consumers and service providers.

Apart from service quality, product quality also plays an important role in influencing customer loyalty, because quality products can make consumers remain loyal (Bali, 2022). Positive experiences experienced by consumers will foster trust and an emotional bond with the product, encouraging them to make repeat purchases and recommend it to others. Thus, product quality not only plays a role in

determining customer loyalty but also serves as a strategic foundation for businesses to maintain competitiveness in an increasingly competitive market.

Not only product quality, but brand image is also a crucial factor that can influence the formation of customer loyalty. Brand image is also a key element in building customer loyalty (Archie & Rita, 2025). In the increasingly competitive coffee industry, consumers evaluate more than just the taste or quality of a drink, but also the overall experience a coffee shop offers. A consistent brand image creates an emotional bond between customers and the coffee shop, transforming each interaction into more than just a transaction and playing a crucial role in building customer loyalty.

Brand image is the overall picture formed in the public mind about a brand, encompassing various impressions, expectations, and experiences that arise from various consumer interactions with the brand. Brand image creates positive perceptions that encourage customer loyalty, even amidst intense competition. A strong, positive brand image can differentiate a company from its competitors, build a recognizable identity, and foster consumer trust. Without a strong brand image, a company will struggle to attract new customers or retain existing ones (Kamil et al., 2024). A positive brand image can increase perceived value and encourage customer loyalty amidst increasingly fierce market competition.

So far, the dominant factor that drives customers to choose CS Pemuda 45 Coffeeshop over other coffeeshops in the area is unknown. Customer loyalty can be influenced by various factors such as service quality, product quality, and brand image. This problem is further complicated by the increasing competition among coffee shops in the Marbau District, both from traditional coffee shops with more affordable prices and modern coffee shops offering attractive concepts, complete facilities, and digital promotions. This condition leaves consumers with many choices, resulting in fluctuating visitation rates and customers more easily switching to other locations. Furthermore, rapid changes in consumer preferences also make customers more selective, considering aspects of taste, price, comfort, service, and brand image in determining their choice of location.

Therefore, a more in-depth analysis of the influence of service quality, product quality, and brand image on customer loyalty is important to understand the factors that influence the formation of customer loyalty. By understanding which factors most dominantly influence loyalty, Coffeeshop CS Pemuda 45 can determine a more targeted strategy. A better understanding of these three factors can not only help increase competitiveness but also provide strategic insights for service development, menu adjustments, product quality enhancements, and strengthening the brand image to remain relevant and attractive amidst increasingly competitive local market competition.

## **METHODOLOGY**

### **Types and Approaches of Research**

This research uses a quantitative method with an associative approach, namely research that aims to describe the phenomena that occur in consumers and analyze the relationship and influence between independent variables consisting of Service Quality (X1), Product Quality (X2), and Brand Image (X3) on the dependent variable, namely Customer Loyalty (Y) at Coffee Shop CS Pemuda 45 Simpang Empat.

### Location and Time of Research

The research location was the Fresh Fruit Shop on Jalan Sirandorong, Rantauprapat, Rantau Utara District, Labuhanbatu Regency, North Sumatra Province. The research was conducted from December 2025 to February 2026.

### Population and Sample

The population in this study is defined as all individuals who visited and made purchases at the Coffee Shop CS Pemuda 45 Simpang Empat. This population includes customers who visited during the research period, namely for three months, from November 2025 to January 2026. This time span is considered adequate to capture variations in consumer behavior more comprehensively. Customers in this population are assumed to have empirical experience with the quality of service, product quality, and brand image offered, making it relevant to be used as a basis for measuring and analyzing customer loyalty.

A sample is a portion of a population selected to represent the entire population in a study. The sampling technique used in this study is non-probability sampling with an accidental sampling method, namely the selection of respondents based on consumers who happen to come to the CS Pemuda 45 Simpang Empat Coffeeshop and are willing to fill out the questionnaire during the study, as long as they meet the established criteria. Respondents in this study were consumers who had visited and made purchases, with an age range of 17–45 years. Respondent characteristics were then reviewed based on gender and age to provide an overview of the demographic profile of the coffeeshop's consumers. Because the population size is not known for certain, the sample size was determined using the Lemeshow formula.

The following is the Lemeshow formula according to (Riyanto & Hermawan, 2020):

$$n = \frac{Z^2 \times P \times (1 - P)}{d^2}$$

#### Information :

n = Number of Samples

z = z score at 95% confidence = 1.96

p = Maximum Estimate = 0.5

d = alpha (0.1) or 10%

Using the formula above, the number of samples to be taken is:

$$n = \frac{1,96^2 \times 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,5 \times 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 = 97$$

Based on calculations using the Lemeshow formula, a specific sample size was obtained, which was then adjusted to facilitate the research. Therefore, the sample size for this study was set at 97 respondents to ensure more effective data collection and processing.

### Data collection technique

The data collection technique in this study used primary data obtained directly from respondents through questionnaires. The questionnaire was structured based on the variable indicators of Service Quality, Product Quality, Brand Image, and Customer Loyalty, and used a Likert scale to facilitate the measurement of respondents' perceptions. The questionnaires were distributed to customers of the CS Pemuda 45 Simpang Empat Coffee Shop, which served as the research sample.

## Research Instrument Testing

### 1. Validity Test

A questionnaire is considered valid if each statement or question within it accurately measures the aspect being studied (Indartini & Mutmainah, 2024). In other words, the questions in the questionnaire accurately describe or reveal the variables being measured in the research.

The decision-making criteria in the validity test are as follows:

- If the calculated  $r >$  table  $r$ , then the statement item is declared valid at a significance level of 5% ( $\alpha = 0.05$ ).
- Conversely, if  $r \text{ count} < r \text{ table}$ , then the statement item is declared invalid

The results of the validity test analysis show the following data:

**Table 1** Results of Instrument Validity Test

<b>Service Quality (X1)</b>			
Statement	r count	r table	Information
X1.1	0.506	0.199	Valid
X1.2	0.614	0.199	Valid
X1.3	0.643	0.199	Valid
X1.4	0.743	0.199	Valid
X1.5	0.718	0.199	Valid
<b>Product Quality (X2)</b>			
Statement	R count	R table	Information
X2.1	0.666	0.199	Valid
X2.2	0.686	0.199	Valid
X2.3	0.667	0.199	Valid
X2.4	0.709	0.199	Valid
<b>Brand Image (X3)</b>			
Statement	r count	r table	Description
X3.1	0.769	0.199	Valid
X3.2	0.575	0.199	Valid
X3.3	0.670	0.199	Valid
X3.4	0.753	0.199	Valid
X3.5	0.702	0.199	Valid

<b>Customer Loyalty (Y)</b>			
Statement Items	r count	r table	Information
Y1	0.720	0.199	Valid
Y2	0.686	0.199	Valid
Y3	0.782	0.199	Valid
Y4	0.708	0.199	Valid
Y5	0.693	0.199	Valid

Source: Data processed by SPSS 22

Based on the calculation results presented in Table 1, it is known that all statement items have a calculated r value greater than the table r of 0.199. This indicates that each item in the questionnaire has a good correlation with the total score of its variable. Thus, it can be concluded that all items in this research instrument are declared valid, making it suitable for use as a measuring tool to accurately and consistently measure the variables studied.

## 2. Reliability Test

A questionnaire is declared reliable if the answers given by respondents to each question or statement show a level of consistency and stability over time (Indartini & Mutmainah, 2024). This means that the research instrument is able to provide relatively similar measurement results when used under different conditions, so it can be trusted in measuring the variables studied. Reliability testing in this study was carried out using the Cronbach's Alpha method whose calculations were assisted by the SPSS 22 program.

The criteria for decision making in reliability testing are as follows:

- If the Cronbach's Alpha value is  $\geq 0.60$ , then the research instrument is declared reliable or can be trusted.
- If the Cronbach's Alpha value is  $< 0.60$ , then the instrument is declared unreliable.

The results of the reliability test can be seen in the following table 2:

**Table 2.** Results of Instrument Reliability Test

Variables	Cronbach's Alpha	N Of Items	Criteria
Service Quality (X1)	0.692	5	Reliable
Product Quality (X2)	0.610	4	Reliable
Brand Image (X3)	0.735	5	Reliable
Customer Loyalty (Y)	0.762	5	Reliable

Source: Data processed by SPSS 22

In table 4 above, it can be seen that the overall Cronbach's Alpha value is  $< 0.60$ , this means that all statements in the research instrument are reliable and suitable for use in measuring each variable.

## Data Analysis Techniques

### Quantitative Descriptive Analysis

Descriptive statistics are statistics used to analyze data by explaining or describing the collected data as it is, without the aim of drawing general conclusions or making generalizations (Sugiyono, 2022). In this study, each respondent's answer to the questionnaire was scored using a Likert scale.

### Descriptive analysis of respondents

Descriptive respondent analysis is an analysis used to describe the respondent profile based on several specific characteristics. In this study, respondent characteristics were grouped into two categories: gender and age. The results of the questionnaire distribution in this study are as follows:

**Table 3.** Respondent characteristics based on gender

Gender	Number of Respondents	Percentage (%)
Man	60	62%
Woman	37	38%
Total	97	100%

Based on the results of distributing questionnaires to 97 respondents, it was found that there were 60 male respondents, while there were 37 female respondents. This shows that male respondents are more dominant than female respondents in this study.

**Table 4.** Respondent characteristics based on age

Age	Number of Respondents	Percentage (%)
17-25	89	92%
26-35	6	6%
36-45	2	2%
Total	97	100%

Based on Table 2, the results of questionnaire distribution to 97 respondents, it is known that 89 respondents were aged 17–25 years, 6 respondents were aged 26–35 years, and 2 respondents were aged 36–45 years. This indicates that respondents in this study were predominantly in the 17–25 age group.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is an analytical method used to determine the relationship and influence between one dependent variable and two or more independent variables (Sugiyono, 2022). The multiple linear regression equation in this research can be written as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description: Y = Customer Loyalty a = Constant b = Regression coefficient X1 = Service Quality X2 = Product Quality

X3 = Brand Image e = Error or error rate in the regression model.

### Hypothesis Testing

#### 1. t-test

The t-test is used to partially test the significance of the influence of each independent variable on the dependent variable in a research model (Sugiyono, 2022). This test determines whether each independent variable significantly influences the dependent variable in the research model. In other words, this test aims to determine the contribution of each independent variable in explaining changes in the dependent variable.

The hypotheses used in this test are as follows:

- a. H<sub>0</sub> :  $\beta = 0$ , which means that the independent variables partially do not have a significant influence on the dependent variable.

- b.  $H_a : \beta \neq 0$ , which means that the independent variables partially have a significant influence on the dependent variable.

#### F test

The F test is used to determine whether independent variables jointly or simultaneously have an influence on the dependent variable in a research model (Sugiyono, 2022). This test aims to assess the feasibility of the regression model used, so that it can be determined whether the independent variables are collectively able to explain variations in the dependent variable.

The basis for decision making in the F test is as follows:

- If the calculated F value is greater than or equal to the F table (calculated  $F \geq F$  table), then  $H_0$  is rejected and  $H_a$  is accepted, which means that the independent variables simultaneously have a significant influence on the dependent variable.
- On the other hand, if the calculated F value is smaller or equal to the F table (calculated  $F \leq F$  table), then  $H_0$  is accepted and  $H_a$  is rejected, which indicates that the independent variables together do not have a significant influence on the dependent variable.

#### Determination Coefficient Test ( $R^2$ )

According to Sahir (2021), the coefficient of determination, or  $R^2$ , is a measure used to determine how much variation in a dependent variable can be explained by the independent variables in a regression model. The coefficient of determination indicates the degree of contribution of the independent variables to the dependent variable in the research model used. The higher the  $R^2$  value, the greater the model's ability to explain variation in the dependent variable, while the remaining portion of the variation is explained by other factors not included in the research model.

## RESULT AND DISCUSSION

### Research result

#### Classical Assumption Test

#### Normality test results

Based on data analysis using SPSS for Windows 22, the following data was obtained:

**Table 5.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	,0146097
	Standard Deviation	1,18448357
	Most Extreme Differences	
Absolute	Positive	,062
	Negative	,048
		-,062
Test Statistics		,062
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: data processed by SPSS 22

Based on Table 5, the test results using the One-sample Kolmogorov-Smirnov Test method show that the Asymp. Sig. (2-tailed) value of 0.20 is greater than 0.05, so it can be concluded that the residual data in this study is normally distributed. Thus, the assumption of normality in the regression model has been met.

#### Multicollinearity Test

The results of the multicollinearity test are shown in the following table 6:

**Table 6.** Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality of service	,273	3,657
	Product quality	,338	2,959
	Brand image	,321	3,113

a. Dependent Variable: customer\_loyalty

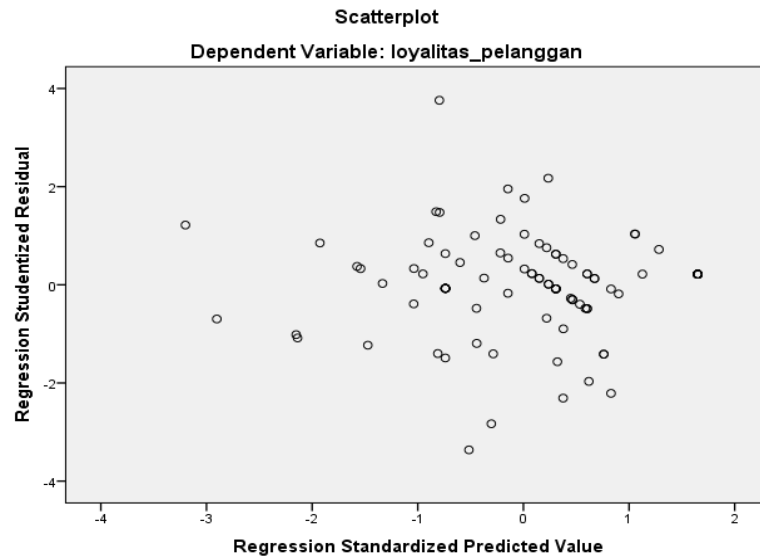
Source: Data processed by SPSS 22

Based on Table 6, the results of the multicollinearity test show that the Tolerance value of all independent variables is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10. This indicates that in the regression model there are no symptoms of multicollinearity between the independent variables. Thus, it can be concluded that the regression model in this study has met the assumption of multicollinearity.

#### Heteroscedasticity Test

The results of the heteroscedasticity test are shown in Figure 3 below:

**Figure 3.** Heteroscedasticity Test Results



Source: data processed by SPSS 22

Based on Figure 3, it can be seen that the points are randomly distributed above and below the number 0 on the Y-axis and do not form a specific pattern, such as a tapered, widened, or wavy pattern. This indicates that there is no heteroscedasticity in the regression model used.

### Multiple Linear Regression Test

The results of the multiple linear regression test are shown in the following table 7:

**Table 7.** Multiple Linear Regression Test Results

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,723	1,603		1,075	,285
	Quality of service	,134	,162	,097	,826	,411
	Product quality	,301	,151	,210	1,994	,049
	Brand image	,572	,111	,555	5,145	,000

a. Dependent Variable: customer\_loyalty

Source: Data processed by SPSS 22

Based on table 7, the multiple linear regression equation in this study can be stated as follows:

$$Y = 1.723 + 0.134X_1 + 0.301X_2 + 0.572X_3$$

a. Interpretation of the linear regression equation:

b. The constant of 1.723 indicates that if service quality, product quality, and brand image are zero, then customer loyalty is 1.723.

c. service quality of 0.134 means that every 1 unit increase in service quality will increase customer loyalty by 0.134, but this variable does not have a significant effect (Sig. 0.411 > 0.05).

d. product quality of 0.301 means that every 1 unit increase in product quality will increase customer loyalty by 0.301 and has a significant effect (Sig. 0.049 < 0.05).

e. brand image of 0.572 means that every 1 unit increase in brand image will increase customer loyalty by 0.572 and has a significant effect (Sig.  $0.000 < 0.05$ ). The brand image variable is also the most dominant variable influencing customer loyalty.

## Hypothesis Testing

### 1. t-test (Partial)

The t-test was conducted to determine the effect of each independent variable on the dependent variable partially, by comparing the calculated t-value with the t-table at a significance level of  $\alpha = 0.05$ . In this study, the degree of freedom (df) was obtained from the n-k calculation, namely  $97-4 = 93$ , so that based on the significance level of  $\alpha = 0.05$  and  $df = 93$ , the t-table value was 1.661.

**Table 8.** t-Test Results

Model	Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	1,723	1,603		1,075	,285
Quality of service	,134	,162	,097	,826	,411
Product quality	,301	,151	,210	1,994	,049
Brand image	,572	,111	,555	5,145	,000

a. Dependent Variable: customer\_loyalty

Source: Data processed by SPSS 22

Based on table 8, the results of the t-test are as follows:

a. Service Quality ( $X_1$ ): has a calculated t value of  $0.826 < t$  table 1.661 and a significance value of  $0.411 > 0.05$ . Thus,  $H_1$  is rejected, meaning that Service Quality does not have a significant effect on Customer Loyalty.x

b. Product Quality ( $X_2$ ) has a calculated t value of  $1.994 > t$  table 1.661 and a significance value of  $0.049 < 0.05$ . Thus,  $H_2$  is accepted, meaning that Product Quality has a positive and significant effect on Customer Loyalty.

c. Brand Image ( $X_3$ ) has a calculated t value of  $5.145 > t$  table 1.661 and a significance value of  $0.000 < 0.05$ . Thus,  $H_3$  is accepted, meaning that Brand Image has a positive and significant effect on Customer Loyalty.

### 2. F Test (Simultaneous)

The F test is used to test whether all independent variables simultaneously have an influence on the dependent variable. This test is carried out by comparing the calculated F value with the F table value at a significance level of 0.05. The degree of freedom is determined by the formula  $df_1 = k-1$  and  $df_2 = n - k$ . With the number of parameters (k) of , then obtained  $df_1 = 3 - 1 = 2$ . Meanwhile, with the number of samples (n) of 97, then  $df_2 = 97 - 4 = 93$ . Based on the significance level of 0.05 with  $df_1 = 2$  and  $df_2 = 93$ , then from the F distribution table obtained the F table value of 3.094

**Table 9.** F Test Results

Model	Sum of Squares	ANOVA			Sig.
		Df	Mean Square	F	

1	Regression	355,221	3	118,407	58,275	,000b
	Residual	188,965	93	2,032		
	Total	544,186	96			

a. Dependent Variable: customer\_loyalty

b. Predictors: (Constant), brand\_image, product\_quality, service\_quality

Source: Data processed by SPSS 22

Based on Table 9, the calculated F value is 58.275 with a significance value of 0.000. Because the calculated F (58.275) > F table (3.094) and the significance value of 0.000 < 0.05, then H<sub>4</sub> is accepted. This means that Service Quality, Product Quality, and Brand Image simultaneously have a positive and significant effect on Customer Loyalty.

### 3. Results of the Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is used to determine the extent to which the independent variable can explain the dependent variable. The results of the Coefficient of Determination (R<sup>2</sup>) test are as follows:

**Table 10.** Results of the Coefficient of Determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,808a	,653	,642	1,425

a. Predictors: (Constant), brand image, product quality, service quality

b. Dependent Variable: customer loyalty

Source: Data processed by SPSS 22

Based on the analysis results in Table 10, the Adjusted R Square value was 0.642. This indicates that 64.2% of the customer loyalty variable can be explained by service quality, product quality, and brand image. The remaining 35.8% is explained by other factors or variables not examined in this study.

## Discussion

### 1. The influence of service quality on customer loyalty

Based on the results of the data analysis that has been carried out, the results of the hypothesis testing show that the calculated t value of the Product Quality variable (X<sub>2</sub>) is 0.826 with a significance value of 0.441. The t table value is obtained based on the significance level  $\alpha = 5\%$  with a degree of freedom  $df_1 = (k - 1) = 4 - 1 = 3$  and  $df_2 = (n - k) = 97 - 4 = 93$ , so that the t table value is 1.661. Based on the criteria that the calculated t value (0.826) > (1.661) and the significance value (0.411) > 0.05. Thus, it can be concluded that Service Quality (X<sub>1</sub>) does not have a significant effect on Customer Loyalty (Y). This shows that customers focus more on the quality and consistency of the product received compared to the service process provided. As long as service remains at a reasonable level, does not cause inconvenience, and orders received meet expectations, customers remain satisfied and do not consider service quality as a primary consideration for repeat purchases. Furthermore, customers also tend to consider other factors such as reasonable price, ease of access,

and comfort when deciding to return. Therefore, customer loyalty in this study is more influenced by customer experience with the product and the environment, while service quality only plays a supporting role that does not directly determine the formation of customer loyalty. This finding is supported by research by Farid Abdullah and Sampor Ali (2021) on O'Mind Coffee and Eatery, which showed that service quality did not significantly influence customer loyalty. Thus, these results strengthen the consistency with previous research that service is not always the dominant factor; loyalty is more likely to be formed through the synergy of various other strategic factors beyond purely technical service aspects.

## **2. The influence of product quality on customer loyalty**

Based on the results of the data analysis that has been carried out, the results of the hypothesis testing show that the calculated t value of the Product Quality variable ( $X_2$ ) is 1.994 with a significance value of 0.049. The t table value is obtained based on the significance level of  $\alpha = 5\%$  with a degree of freedom of  $df_1 = (k - 1) = 4 - 1 = 3$  and  $df_2 = (n - k) = 97 - 4 = 93$ , so that the t table value is 1.661. Based on the criteria that the calculated t value ( $1.994 > 1.661$ ), these results indicate that Product Quality ( $X_2$ ) has a positive and significant effect on Customer Loyalty ( $Y$ ), which means that the better the quality of the product offered, the higher the level of customer loyalty. In the context of a coffee shop, product quality such as drink taste, consistency of presentation, coffee aroma, and quality of raw materials are the main considerations for customers to return. A positive experience with product quality will build customer trust and commitment, thereby creating loyalty. This finding is in line with research conducted by Maulidlo and Dwiastanti (2022). Theoretically, this finding is in line with the concept of consumer behavior which states that good product quality can increase perceived value, satisfaction, and encourage customers to make repeat purchases and recommend products to others.

## **3. The influence of brand image on customer loyalty**

Based on the results of the data analysis that has been done, the calculated t value of the Brand Image variable ( $X_3$ ) is 5.145 with a significance value of 0.000. At a significance level of  $\alpha = 5\%$  with a degree of freedom ( $df$ ) =  $n - k = 97 - 4 = 93$ , the t table value is 1.661. Because the calculated t value (5.145) is greater than the t table (1.661) and the significance value (0.000) is smaller than 0.05. It can be concluded that Brand Image has a positive and significant effect on Customer Loyalty. This shows that the better the brand image owned by a coffee shop, the higher the level of customer loyalty formed. This finding is in line with research conducted by Fernanda, Amaria, and Fawazi (2025) which states that the brand image variable has a positive and significant effect on customer loyalty. A positive brand image can create a perception of quality, foster trust, and build emotional attachment of customers to the coffee shop. These conditions encourage customers to make repeat purchases and maintain long-term brand commitment. Thus, brand image can be considered a key factor in shaping and enhancing customer loyalty, as seen in this study.

## **4. The influence of service quality, product quality, and brand image on customer loyalty**

Based on the results of the simultaneous test (F test) that has been conducted, the calculated F value is 58.275 with a significance level of 0.000. At a significance

level of  $\alpha = 5\%$ , the F table value is 3.09. The test results indicate that Service Quality, Product Quality, and Brand Image simultaneously have a positive and significant effect on Customer Loyalty. Furthermore, based on the results of the coefficient of determination test, the Adjusted R Square value is 0.642. This value indicates that Service Quality, Product Quality, and Brand Image are able to explain variations in Customer Loyalty by 64.2%, while the remaining 35.8% is influenced by other variables outside this study. This indicates that the regression model used has a strong ability to explain the influence of independent variables on Customer Loyalty. In the context of coffee shops, customer loyalty is formed through a combination of quality service, products that have good taste and consistency, and a strong brand image in the minds of customers. Therefore, increasing customer loyalty will be more optimal if business actors are able to manage service quality, product quality, and brand image in an integrated and sustainable manner.

## CONCLUSION

Based on the results of research and discussion regarding the influence of Service Quality, Product Quality, and Brand Image on Customer Loyalty, the following conclusions can be drawn:

Partially, Service Quality does not have a significant effect on Customer Loyalty. This indicates that the service provided is not yet a major factor in shaping customer loyalty in the research object. Meanwhile, Product Quality has a positive and significant effect on Customer Loyalty, which means that the better the quality of the product offered, the higher the level of customer loyalty. In addition, Brand Image also has a positive and significant effect on Customer Loyalty, which indicates that a good brand image can increase customer trust and engagement, thus encouraging the formation of customer loyalty.

Simultaneously, Service Quality, Product Quality, and Brand Image all have a positive and significant influence on Customer Loyalty. This indicates that these three variables collectively explain and influence customer loyalty in the research subject.

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