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THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CUSTOMER LOYALTY AT PODJOK KOPI KEMANGGISAN

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Abstract

This study aims to analyze the influence of product quality and price on customer loyalty at podjok kopi kemanggisan, the research method used is a quantitatitve approach with primary data collection through questionnaires distributed to 138 respondents selected using purposive sampling, based on the slovin formula from a total population of 210 loyal customer. Data were analyzed using validity test, reliability test, descriptive statistics, classical assumption tests, multiple linear regrssion, t-test, f-test, and coefficient of determination with help of SPSS version 27. The t-test (partial test) result shows that product quality does not have a significant effect on customer loyalty (significance value 0,368 > 0,05), while price has a positive and significant effect (significant value 0,000 < 0,05). The f-test (simultaneous test) proves that together, both variables significantly influence loyalty, with an f-calculated value of 26,394 > f table value of 3,06. However, the coefficient of determination (R2) of 0,281 indecates that only 28,1% of the variation in loyalty is explained by product quality and price, while the remaining 71,9% is influenced by other factors such as service, atmosphere, or location. The implication is that management is advised to maintain a competitive pricing strategy and develop non-product aspects to enchance customer loyalty.

Keywords: Product Quality, Price, Customer Loyalty, Coffee Shop

Introduction

In recent years, the coffee industry in Indonesia has undergone a significant transformation, not only as a place for beverage consumption but also as a social, cultural, and lifestyle space, particularly among millennials and Gen Z. This phenomenon is driven by increasingly dynamic consumer behavior, access to information through social media, and the rising purchasing power of urban communities (Komar et al., 2025). Amid increasingly intense competition, customer loyalty has become a strategic asset that determines business sustainability, considering that the cost of retaining existing customers is considered more efficient than acquiring new customers (Sandi et al., 2023).

Podjok Kopi Kemanggisan, as one of the local businesses in West Jakarta, operates in an area with high activity density and serves a customer segment dominated by office workers, students, and young urban consumers. Although it has the advantage of competitive pricing compared to nearby competitors and offers a simple concept with a comfortable atmosphere, the business still faces challenges in maintaining customer loyalty amid the growing number of coffee shops offering similar service variations and experiences (Maharani et al., 2024).

Table 1. Coffee Price Data in Kemanggisan

Coffee Place Name	Price	
	Palm Sugar Milk Coffee	Americano Coffee
Podjok Coffee	IDR 15.000	IDR 16.000
Senusa Coffee	IDR 16.000	IDR 18.000
Samsu Coffee	IDR 20.000	IDR 22.000

Theoretically, product quality and price are recognized as two fundamental factors influencing customer loyalty in the F&B industry. Good product quality is able to meet or even exceed customer expectations, while prices that match perceived value (value for

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money) can increase satisfaction and repurchase intention (Imanuel & Nainggolan, 2022). However, most previous studies such as those conducted by (Dwiastanti, 2022; Sandi et al., 2023; Subkhan & Tuharea, 2023), have focused more on large brands or national franchises, leaving a research gap regarding how these two variables operate in the context of micro and small businesses, such as local coffee shops.

Based on these phenomena and research gaps, this study aims to analyze the effect of product quality and price on customer loyalty at Podjok Kopi Kemanggisan. This research is expected not only to provide empirical contributions to the development of marketing literature for small businesses but also to offer practical strategic recommendations for business managers in improving customer retention.

Research methods

This study uses a quantitative approach with a causal design to examine the influence of independent variables, product quality (X1) and price (X2), on the dependent variable, customer loyalty (Y). The research was conducted at Podjok Kopi Kemanggisan, West Jakarta. The population was all regular customers who made purchases more than once a week in September 2025, totaling 210 people. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 138 respondents. Sampling was done using purposive sampling technique, with criteria: customers who had made purchases at least twice.

Data were collected through questionnaires using a 5-point Likert scale (1=Strongly Disagree to 5=Strongly Agree) and observation. The questionnaire was tested for validity and reliability. Data analysis included descriptive statistical tests, classic assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, hypothesis testing (partial t-test and simultaneous F-test), and the coefficient of determination (R^2) using SPSS version 27.

Results and Discussion

Respondent Characteristics

The results show that the dominant characteristics of the 138 respondents are female (58%), aged 17–25 years (58.7%), working as private-sector employees (64.5%), and making purchases more than four times per month (39.9%). This indicates that the majority of Podjok Kopi Kemanggisan customers are young, productive individuals who actively consumen coffee as part of their lifestyle.

Research Results

Descriptive Statistics

Table 2. Descriptive Statistical Analysis Results

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KUALITAS PRODUK	138	23	40	32,68	3,615
HARGA	138	22	40	33,33	3,613
LOYALITAS PELANGGAN	138	19	40	32,46	4,420
Valid N (listwise)	138				

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Product Quality has a mean score of 32.68 with a standard deviation of 3.615, indicating positive assessments and relatively uniform perceptions among respondents. Price has the highest mean of 33.33 with a standard deviation of 3.613, reflecting appropriate and consistent price perceptions. Customer Loyalty has a mean of 32.46 with the highest standard deviation of 4.420, indicating greater variation in loyalty levels among respondents.

Data Quality Test

Validity Test

Table 3. Product Quality Validity Test Results

variable X1	r count	r table	Description
X1.1	0,613	0,167	valid
X1.2	0,482	0,167	valid
X1.3	0,556	0,167	valid
X1.4	0,683	0,167	valid
X1.5	0,620	0,167	valid
X1.6	0,696	0,167	valid
X1.7	0,616	0,167	valid
X1.8	0,649	0,167	valid

Based on the results of the validity test in Table.....for the product quality variable (X1), all statement items are proven to be valid for further testing because the calculated r values are greater than the r table value (0.167).

Table 4. Product Price Validity Test Results

variable X2	r count	r table	Description
X2.1	0,486	0,167	valid
X2.2	0,661	0,167	valid
X2.3	0,588	0,167	valid
X2.4	0,647	0,167	valid
X2.5	0,665	0,167	valid
X2.6	0,653	0,167	valid
X2.7	0,606	0,167	valid
X2.8	0,637	0,167	valid

Based on the results of the validity test in Table.....for the price variable (X2), all statement items are proven to be valid for further testing because the calculated r values are greater than the r table value (0.167).

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Table 5. Customer Loyalty Validity Test Results

variable Y	r count	r table	Description
Y1	0,756	0,167	valid
Y2	0,765	0,167	valid
Y3	0,670	0,167	valid
Y4	0,546	0,167	valid
Y5	0,699	0,167	valid
Y6	0,639	0,167	valid
Y7	0,670	0,167	valid
Y8	0,663	0,167	valid

Based on the results of the validity test in Table.....for the Customer Loyalty variable (Y), all statement items are proven to be valid for further testing because the calculated r values are greater than the r table value (0.167).

Reliability Test

Table 6. Reliability Test Results

Reliability Statistics X1

Cronbach's Alpha	N of Items
,765	8

Reliability Statistics X2

Cronbach's Alpha	N of Items
,768	8

Reliability Statistics Y

Cronbach's Alpha	N of Items
,828	8

Based on the reliability test results in Table....., the Cronbach's Alpha values for the product quality variable (X1) are 0.765, price (X2) is 0.768, and customer loyalty (Y) is 0.828. It can be concluded that the questionnaire statements are reliable because the Cronbach's Alpha values for each variable are greater than 0.60. The data obtained are reliable and consistent for use in further analysis.

Classical Assumption Test
Normality Test

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Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			138
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		3,74744653
Most Extreme Differences	Absolute		,062
	Positive		,047
	Negative		-,062
Test Statistic			,062
Asymp. Sig. (2-tailed)[c]			,200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		,213
	99% Confidence Interval	Lower Bound	,202
		Upper Bound	,223

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the calculation results in Table.....using the Kolmogorov–Smirnov test, the significance value (Asymp. Sig. 2-tailed) is 0.200. Since this value is greater than the significance level of 0.05 (0.200 > 0.05), it means that the research data are normally distributed.

Multicollinearity Test

Table 8. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9,817	3,269		3,003	,003		
	PRODUCT QUALITY	,105	,116	,086	,904	,368	,590	1,695

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PRICE	,576	,116	,471	4,959	,000	,590	1,695

a. Dependent Variable: CUSTOMER LOYALTY

Based on Table.....above, each independent variable shows a Tolerance value greater than 0.10 or a VIF value less than 10. The results indicate a Tolerance value of 0.590 > 0.10 and a VIF (Variance Inflation Factor) value of 1.695 < 10. Therefore, it can be concluded that there is no multicollinearity problem.

Heteroscedasticity Test

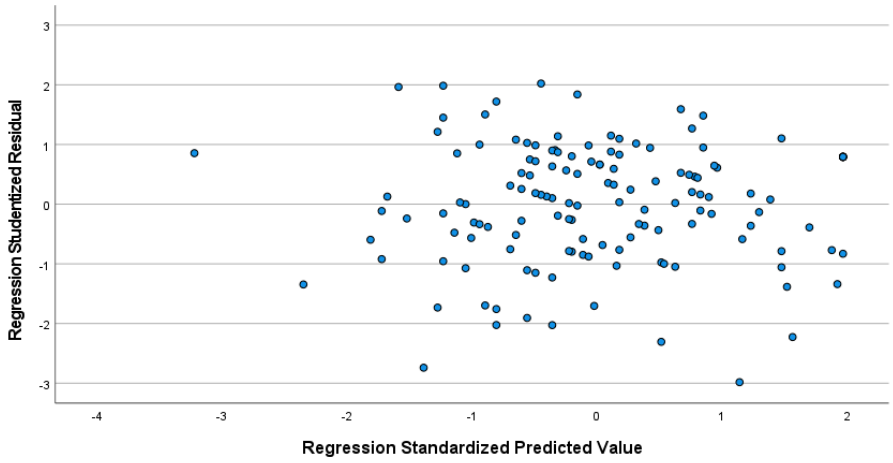


Figure 1. Heteroscedasticity Test Results

Based on the scatterplot results in Figure.....the observed residual points are randomly scattered both above and below the zero line without showing any specific pattern. This irregular distribution indicates that the regression model does not experience heteroscedasticity problems, meaning there is no indication of heteroscedasticity.

Multiple Linear Regression Test

Table 9. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9,817	3,269		3,003	,003		

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	PRODUCT QUALITY	,105	,116	,086	,904	,368	,590	1,695
	PRICE	,576	,116	,471	4,959	,000	,590	1,695

a. Dependent Variable: CUSTOMER LOYALTY

The results of the multiple linear regression analysis produce the equation Y = 9.817 + 0.105 X1 + 0.576 X2. The constant of 9.817 indicates customer loyalty when product quality and price are equal to zero. The regression coefficient for product quality is 0.105 and for price is 0.576, indicating that each one-unit increase in each variable will increase customer loyalty by 0.105 and 0.576 units, respectively, assuming other variables remain constant. These results show that price has a greater influence than product quality on customer loyalty at Podjok Kopi Kemanggisan; however, the significance of this influence needs to be further tested using the t-test.

Hypothesis Testing

T-Test (Partial Test)

Table 10. T-Test (Partial Test) Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9,817	3,269		3,003	,003		
	PRODUCT QUALITY	,105	,116	,086	,904	,368	,590	1,695
	PRICE	,576	,116	,471	4,959	,000	,590	1,695

a. Dependent Variable: CUSTOMER LOYALTY

Based on the calculation results in Table.....above, the results of the t-test (partial test) show that the t-table value is obtained using the following formula:

t-table = (α/2) : n – k – 1)

t-table = (0.05/2) : 138 − 2 − 1)

t-table = (0.025 : 135)

t-table = 0.025 : 135 in the t-table distribution results in a value of 1.977. The conclusions are as follows:

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a. Based on the t-test results, the product quality variable (X1) has a t-count < t-table (0.904 < 1.977) and a significance value of 0.368 > 0.05. Therefore, it can be concluded that product quality (X1) does not have a significant effect on customer loyalty (Y). Thus, H0 is accepted and Ha is rejected.

b. Based on the t-test results, the price variable (X2) has a t-count > t-table (4.959 > 1.977) and a significance value of 0.000 < 0.05. Therefore, it can be concluded that price (X2) has a significant effect on customer loyalty (Y). Thus, Ha is accepted and H0 is rejected.

F-Test (Simultaneous Test)

Table 11. F-Test (Simultaneous Test) Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	752,299	2	376,150	26,394	,000[b]
	Residual	1923,940	135	14,251		
	Total	2676,239	137			

a. Dependent Variable: CUSTOMER LOYALTY

b. Predictors: (Constant), PRICE, PRODUCT QUALITY

Based on the calculation results in Table.....above, the F-test (simultaneous test) shows that the F-count value is obtained using the following formula:

df1 = k − 1
df2 = n − k
Description:
df = degrees of freedom
k = 3 (number of variables)
n = 138 (sample size)
df1 = 3 − 1 = 2
df2 = 138 − 3 = 135

The F-test results at a significance level of 0.05 (df1 = 2, df2 = 135) show that the calculated F value is 26.394 > F-table 3.06 and the significance value is 0.000 < 0.05. Therefore, it can be concluded that simultaneously product quality (X1) and price (X2) have a significant effect on customer loyalty (Y), thus Ha is accepted and H0 is rejected.

Coefficient of Determination Test (R^2)
Partial Coefficient of Determination Test (R^2)

Table 12. Partial Coefficient of Determination Test Results (R^2) for X1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387[a]	.150	.144	4.089

a. Predictors: (Constant), PRODUCT QUALITY

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b. Dependent Variable: CUSTOMER LOYALTY

Based on Table....., the partial coefficient of determination for the product quality variable (X1) shows an R Square value of 0.150. This means that the product quality variable (X1) is partially able to explain customer loyalty by 15.0%, while the remaining 85.0% is influenced by other variables outside this study.

Table 13. Partial Coefficient of Determination Test Results (R^2) for X2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526[a]	.277	.271	3.773

a. Predictors: (Constant), PRICE

b. Dependent Variable: CUSTOMER LOYALTY

Based on Table....., the partial coefficient of determination for the price variable (X2) shows an R Square value of 0.277. This means that the price variable (X2) partially explains customer loyalty by 27.7%, while the remaining 72.3% is influenced by other variables outside the study.

Simultaneous Coefficient of Determination Test (R^2)

Table 14. Simultaneous Coefficient of Determination Test Results (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,530[a]	,281	,270	3,775

a. Predictors: (Constant), PRICE, PRODUCT QUALITY

b. Dependent Variable: CUSTOMER LOYALTY

Based on Table....., the simultaneous coefficient of determination shows an R Square value of 0.281 or 28.1%. This indicates that, simultaneously, the product quality (X1) and price (X2) variables have an effect on customer loyalty (Y) of 28.1%, while the remaining 71.9% is influenced by other variables outside this study, reflecting the impact of external or non-product variables on the formation of customer loyalty.

Discussion

The research findings reveal that price has a significant and positive effect on customer loyalty at Podjok Kopi Kemanggisan, whereas product quality does not show a significant partial effect. This indicates that for customers, product quality is perceived as a basic standard (hygiene factor) that must be met, so improvements in quality do not automatically increase loyalty. On the other hand, competitive pricing that is perceived as providing good value for money serves as the main driver for repeat purchases and long-term attachment.

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These findings are consistent with the study by (Dwiastanti, 2022), which stated that price significantly affects customer loyalty in coffee shops. However, the low coefficient of determination (R^2 = 28.1%) shows that 71.9% of the variation in loyalty is determined by factors outside the research model, such as location, ambiance, service quality, emotional attachment, social media influence, or recommendations from the social environment. This implies that Podjok Kopi Kemanggisan's marketing strategy should maintain competitive pricing advantages while strengthening non-product aspects to build more holistic and sustainable customer loyalty.

Conclusion

Based on the results of the analysis and discussion, it can be concluded that price is the main determinant of customer loyalty at Podjok Kopi Kemanggisan, with a significant and positive effect. Meanwhile, product quality does not show a significant partial effect, indicating that quality is perceived as a basic standard that must be met rather than a direct driver of loyalty. Together, both variables have a significant effect on loyalty, but they only explain 28.1% of the variation in loyalty, meaning that the majority (71.9%) is determined by other factors outside the research model, such as service, ambiance, location, or emotional attachment. The implication is that management is advised to maintain a competitive pricing strategy focused on value for money, ensure consistent product quality as a minimum standard, and develop non-product aspects to build stronger and more sustainable customer loyalty.

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