



THE EFFECT OF PRICE AND EWOM TOWARD CUSTOMER VALUE AND THE IMPLICATION TO CUSTOMER LOYALTY IN KINGS' COFFEE STORE

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Abstract

This study aims to determine the effect of price and ewom toward customer value and the implication to customer loyalty at Kings' coffee shops, considering the large number of visitors who come even though there are many coffee shops in Cikarang, therefore researchers want to conduct research on these coffee shops, with the object of research at the Kings' shop and the population used is all coffee shop visitors and the sample is 191 respondents. Based on the results of the research and discussion of the results of research data analysis described in the previous chapter, the conclusion of this study is that price has positive effect to value customer but has no positive and significant effect on customer loyalty at the Kings' Coffee Shop, Ewom has a positive and significant effect on the customer value and customer loyalty of the Kings' Coffee Shop. Simultaneously, Ewom and price have a simultaneous effect on customer value at Kings' coffee shops and price, ewom and customer value has positive effect toward customer loyalty. In this research, customer value is full mediating variable.

Keywords: Customer loyalty, Customer Value, Ewom, Price

JEL Classification: M31, O14

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1. INTRODUCTION

Business life in modern times is currently experiencing changes that occur marked by technological advances, lifestyles and people's mindsets will develop which in turn these people cannot be separated from the influence of globalization. With these changes and progress, the community is indirectly required to compensate. Business actors are currently experiencing conditions of intense competition with other business actors, therefore business actors are required to have their respective advantages and disadvantages in the business sector they are running. An example is in the field of consumer-oriented business. So producers must be able to make someone interested in the product they produce so that someone who was previously unfamiliar with

our product wants to do customer loyalty because of the superiority and advantages of the product that is produced.

Customer Loyalty is a process of developing belief in the brand and brand position based on each attribute which results in the formation of a product image in the minds of consumers. In addition, consumers also form preferences for these products which will form intentions to buy the most preferred brand and lead to purchasing decisions. (Kotler & Gary, 2012; Suma & Siregar, 2023).

A consumer buying process is described through five stages of activity where consumers purchase goods or services. The buying process begins with an introduction to consumer needs, information search, evaluating alternative



choices, purchasing decisions, and finally post-purchase evaluation. Ferrell and Hartline (2011).

Business fields that are consumer oriented definitely offer goods or services that can be provided to consumers. The goods or services offered must have their advantages and disadvantages. Therefore, it makes consumers have various choices in consuming the goods and services offered by producers. But for producers, this condition is a threat because when more and more goods and services are offered to consumers, the more intense the competition is in the business world. One example of competition that often occurs is competition in the cafe business. This can be seen from the many cafe-based businesses that offer various types of products to consumers, both cafes that have been established for a long time and cafes that have just been established. The cafe definitely has its own advantages and uniqueness

The increase in business actors establishing culinary-based businesses, whether in the form of traditional restaurants, luxury restaurants or cafes. At this time restaurants and cafes have become an inseparable part of human life, therefore the existence of cafes has become a necessity. This is related to the higher level of community mobility and busy work activities which result in more and more people spending their time outside the home so that people are looking for something practical to meet their daily needs, namely by visiting restaurants, restaurants and cafes. In Indonesia, talking about consumers consisting of various attitudes and backgrounds, there are also those who visit coffee shops just to pass the time, and there are also many consumers who hold meetings in coffee shops or often serve as meeting points.

Many coffee shops have their own benefits for various types of consumers. Consumers take advantage of coffee shops for their benefit. Various types and from different backgrounds of consumers make business competition something that must be considered by entrepreneurs in running and maintaining their business. All businesses have their own competition, so that makes the company must

have the right strategy to excel in the competition. Companies must be observant and thorough to keep their customers from turning to their competitors. Especially in the coffee shop business, which is currently very busy in Indonesia, especially in big cities.

The coffee shop itself is something that is familiar to the ears of today's society, many Indonesian people prefer to enjoy coffee in a coffee shop directly. In general, a coffee shop is a place that provides various processed drinks from coffee beans for consumption by the public. Usually a coffee shop is a building that is used as a place to sell food and drinks. Coffee shops are also formed to facilitate the needs of producers in sustaining a life by selling drinks or products in the form of coffee, besides being supported and shaped by several other factors such as the culture of people who like coffee and making coffee shops a place to interact with fellow citizens (Development and Development Agency). Language, 2015)

A coffee shop is a place that provides coffee and its derivative products as the main drink and various types of other (side) drinks such as tea and chocolate, in addition to providing types of snacks which are also offered as snacks to accompany coffee drinking. A coffee shop is also a gathering place for people who just relax or do other (light) activities such as discussions or chatting, reading print media, online or books, completing some academic or non-academic assignments to having fun with the entertainment offered.

In the current era, a coffee shop is a comfortable home where we enjoy our favorite cup of coffee. A coffee shop is made with comfort and is designed with an interesting concept so that visitors not only enjoy coffee but also immerse themselves in a calm atmosphere. But not many know, long before comfortable coffee shops that can't be separated from WiFi and sophisticated espresso machines, coffee shops themselves have evolved from various eras. The history of coffee shops has existed since ancient times. It widens and becomes human culture and ritual in coffee cups. In this article, I will explain a brief evolution of coffee shops. "The world's first

recorded coffee shop is known to have appeared in 1475. This coffee shop was named Kiva Han and was in the Turkish City of Constantinople (now Istanbul). This coffee shop is known to be the first coffee shop to open and serve its visitors with typical Turkish coffee. At that time, coffee was an important element in Turkish culture. It's so important that there's even a law that says if a husband doesn't provide enough coffee for his wife, then his wife has the right to divorce her husband. Coffee in Turkey is served strong, black and unfiltered. Turkish people love to enjoy their coffee by cooking it in a Turkish style pot. This coffee drinking culture is still practiced in Turkey today

Recently, many coffee shops have sprung up in several regions in Indonesia. The trend of coffee connoisseurs continues to increase from year to year, making the coffee business quite popular, especially among young people. Coffee shops in Cikarang are also growing very rapidly, one of which is a coffee shop called Kings Coffee which is located at Jababeka Cikarang Ruko Terrace, this relatively new coffee shop is able to dominate the coffee market in Cikarang, the coffee shop was founded in 2018 by a coffee activist whose skills and expertise have been recognized, Juno Nugthroho besides the founder of Kings Coffee he is also a roastery so that the coffee offered at Kings Coffee is of the best quality because the process of selecting coffee beans until they are available on the bar table is tested for quality, apart from providing coffee, Kings Coffee also provides food and other drinks such as tea, chocolate, etc., so that they are able to attract a lot of customers because considering there are many coffee shops in Cikarang, but Kings coffee is able to dominate the coffee market in Cikarang.

2. LITERATURE REVIEW AND HYPOTHESES

2.1. Literature Review

The definition of word of mouth marketing is an action that can give reasons so that

everyone is easier and prefers to talk about our products. There are several things that can be done so that other people talk about products or services in WOM Marketing” (Sernovitz, 2012). Information by word of mouth (Word of mouth) In terms of promotion of goods and services, the role of people is very important. The customer is close to delivering the message, in other words the customer will talk to other potential customers about his experience in receiving the service.

Word of mouth conveyed by consumers to potential customers is very influential on purchasing decisions, the following is a table of word of mouth. Recommendations from family or close friends make people believe in the truth, especially for millennials who cannot be separated from social media.

Given the many coffee shops in Cikarang, especially at the Jababeka intersection, there are several coffee shops such as Hiyra, cafe 24, but Kings' coffee shop is able to attract more customers and dominate the coffee market in Cikarang, as evidenced by the large number of coffee products from Kings coffee circulating everywhere and the price. which is very strategic because it is close to public facilities and the atmosphere of the room that provides, air conditioning, free wifi, literary discussion and discussion literary events, and Kings coffee is also decorated with lots of plants outside and indoors so it creates a cool atmosphere, so the shop Kings' coffee is able to provide a comfortable sensation of drinking coffee so that researchers want to test whether there is an influence between word, price, and price on purchasing decisions.

According to (Antyadika, 2012), referring to Jerome McCarthy and William, marketing means a number of activities carried out by organizations and at the same time are social processes. In other words, marketing exists at the micro and macro levels. The role of marketing in a marketing-oriented company is to provide direction for the company. The marketing concept emphasizes that a company's efforts are usually focused on meeting the needs of target customers and generating profits. In

general, marketing activities are related to the coordination of several business activities.

Customer Loyalty is a process of developing belief in the brand and brand position based on each attribute which results in the formation of a product image in the minds of consumers. In addition, consumers also form preferences for these products which will form intentions to buy the most preferred brand and lead to customer loyalty (Kotler, 2012). "Customer loyalty to a product is influenced by many factors, aimed at fulfilling needs and desires as well as trust in a certain brand of a product." (Putri & Utomo, 2017)

Customer loyalty to a product is reflected by actual purchases and purchase frequency. Customer loyalty will result in post-purchase behavior (Amri, 2016). "This relates to consumer satisfaction and dissatisfaction with the product. Customer satisfaction is an evaluation evaluation after consumers make certain transactions for a product" (Merangin et al., 2018).

The talk of other people about a product becomes part of the consumer's considerations for choosing a product. Alternative evaluations are carried out by consumers when they are going to do Customer Loyalty with the most interesting word of mouth. Consumers will tend to trust the judgment of other people in assessing a product compared to advertisements. Stories and experiences of someone using a product sound more interesting which can influence listeners to try the product. (Tanjung & Hidayat, 2021) states "no matter how big or small the company is, word of mouth communication remains the marketing practice that dominates consumer loyalty to any product". This statement is the same as what was conveyed by researchers who conducted Onbee Marketing Research in collaboration with SWA Magazine (2019) proving that the level of WOM Conversation (telling others) is 85% and using WOM as a source of information to change decisions is 67%.

According to (Nur'aeni & Hidayat, 2017), customer loyalty is based on two motives, namely rational and emotional. The meaning of

rational motives refers more to the benefits to be obtained from a product, while the intentions of emotional motives follow a person's subjectivity, such as prestige, social class, aesthetics, and other personal factors.

According to (Wurjaningrum & A.R, 2012), in Kotler and Armstrong (2008), word of mouth communication is personal communication about a product between target buyers and neighbors, friends, family members and colleagues. (Thew et al., 2015), defining word of mouth in the business world is the consumer's act of providing information to other consumers from one person to another (interpersonal) non-commercially for brands, products or services. So, it can be interpreted that word of mouth is a communication in which there is the delivery of information about a brand that is carried out by one person to another person based on previous purchasing experiences so that the other person knows the good and bad that actually exists in the brand. According to (Nurvidiana, 2015), word of mouth is a marketing activity that triggers consumers to talk about, promote, recommend and sell a product brand to other potential consumers. There are two main sources that produce word of mouth including the Reference Group and Opinion Leader. (Nielsen, 2009) confirms that a group consists of two or more people who interact with each other to achieve the same goals, and have the same background and are not legal entities. According to (Husen et al., 2018), place or price, namely various company activities to make the products produced or sold affordable and available to the target market. Meanwhile, according to (Handayani & Hidayat, 2022) Price itself is the planning and implementation of a product or service distribution program through the right place or price. According to (Hidayat, 2021) Price is an amount of value that has been determined as a process of exchanging goods or services.

According to (Fahrudin & Yulianti, 2015), the definition of quality according to the manufacturer is compliance with specifications, in which the manufacturer provides certain tolerances specified for critical dimensions and

each part produced. In the service sector, quality is maintained by meeting service standards. From the consumer's point of view, quality means value, namely how well a product or service serves its intended purpose at the price level consumers are willing to pay. According to (Djimantoro & Gunawan, 2020) service quality is an advantage that can meet consumer needs according to their expectations. Consumers also expect to get good service to satisfy and meet their needs. According to the theory established by Zeithaml, Bitner, and Gremler.

2.2. Hypotheses

- H1:** There is the influence between price toward Costumers value
- H2:** There is the influence between ewom toward Costumers value
- H3:** There is the influence between price, ewom toward Costumers value
- H4:** There is the influence between price toward Costumers loyalty
- H5:** There is the influence between ewom toward Costumers loyalty
- H6:** There is the influence between customer value toward Costumers loyalty
- H7:** There is the influence between price, ewom and customers value toward Costumers loyalty

3. RESEARCH METHODS

In the Word of Mouth research study, price and service quality on customer loyalty uses a quantitative method approach, namely numerical and statistical analysis. Research is used to answer questions through good measurement techniques for certain variables, so general conclusions can be drawn regardless of time.

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then conclusions are drawn (Herawati, 2022). Researchers determined the population in this study were consumers of Kings' Coffee

shop. The sampling technique in this study was the incidental sampling method with 191 respondents. This research was conducted at the research site to collect important data. Steak21 jabodetabek became the location of the study, which was conducted in February 2023. People calculated in February 2023 based on existing data from Steak21 respondents or customers. Sugiyono (2019) argues that samples can represent populations from attributes or numbers from populations. Steak21 jabodetabek customers are the main focus in this study. The sample in this study was 100 individuals or respondents.

4. RESULTS AND DISCUSSION

The T statistical test is used to show the significance of the independent variable with respect to the dependent variable. In this study the significance level is 5%. "If t-count is greater than t-table, then the independent variable affects the dependent variable, and vice versa (Latief, 2016).

The first hypothesis: Test on the price variable (X1) obtained a t-count of 1.96. Because t-count is greater than t-table ($2.90 > 1.96$) it can be concluded that the Price variable (X1) can have a significant effect on the Customer Value variable (Z). Thus hypothesis 1 can be accepted.

Second hypothesis: Test on the EWOM variable (X2) obtained a t-count of 4.61. Because t-count is greater than t-table ($5.79 > 1.96$) it can be concluded that the EWOM variable (X2) can have a significant effect on the Customer Value variable (Z). Thus hypothesis 2 can be accepted.

The third hypothesis: Test the price variable (X1) to obtain a t-count of 0.96. Because the t-count is smaller than the t-table ($1.35 < 1.96$) it can be concluded that the Price variable (X1) cannot have a significant effect on the Customer Loyalty variable (Y). Thus hypothesis 3 can be rejected

Fourth hypothesis: Test on the EWOM variable (X2) obtained a t-count of 2.94. Because t-count is greater than t-table ($3.61 >$

1.96) it can be concluded that the EWOM variable (X2) can have a significant effect on the Customer Loyalty variable (Y). Thus Hypothesis 4 can be accepted.

Fifth hypothesis: Test on the variable Customer Value (Z) obtained a t-count of 5.13. Because t-count is greater than t-table (5.70 > 1.96) it can be concluded that the Customer Value variable (Z) can have a significant effect on the Customer Loyalty variable (Y). Thus hypothesis 5 can be accepted.

Sixth Hypothesis: Test on the variable Price (X1), EWOM (X2) obtained a t-count of 3.45. Because t-count is greater than t-table (3.45 > 2.45) it can be concluded that the variables Price (X1), EWOM (X2) can have a significant effect on the Customer Value variable (Z). Thus hypothesis 6 can be accepted.

Seventh Hypothesis: Tests on the variables Price (X1), EWOM (X2), and Customer Value (Z) obtained a t-count of 4.97. Because t-count is greater than t-table (4.97 > 2.45) it can be concluded that the variables Price (X1), EWOM (X2), and Customer Value (Z) can have a significant effect on the variable Customer Loyalty (Y). Thus hypothesis 7 can be accepted.

4.1. Discussion

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Table 1. Reliability Test

Variabel	Construct Reliability (CR)	Varian Ekstracted (VE)	Kesimpulan
Price	0.83	0.67	Valid & Reliabel
EWOM	0.82	0.65	Valid & Reliabel
Customer Value	0.91	0.62	Valid & Reliabel
Customer Loyalty	0.94	0.64	Valid & Reliabel

Table 2. Size of Conformity Model of Measurement

Variabel	Goodness of Fit	Expected Size	Estimated	Conclusion	
Price	<i>Absolute Fit</i>				
	GFI	>0,90	0,97	Good Fit	
	RMSEA	<0.06	0,00	Good Fit	
	<i>Incremental Fit</i>				
	NNFI	>0,90	1,00	Good Fit	
	NFI	>0,90	0,99	Good Fit	
	AGFI	>0,90	0,93	Good Fit	
	RFI	>0,90	0,98	Good Fit	
	IFI	>0,90	1,00	Good Fit	
	CFI	>0,90	1,00	Good Fit	
	<i>Absolute Fit</i>				
	GFI	>0,90	0,94	Good Fit	
	RMSEA	<0.06	0,082	Margin Fit	
	<i>Incremental Fit</i>				
EWOM	NNFI	>0,90	0,98	Good Fit	
	NFI	>0,90	0,98	Good Fit	
	AGFI	>0,90	0,84	Margin Fit	
	RFI	>0,90	0,95	Good Fit	
	IFI	>0,90	0,99	Good Fit	
	CFI	>0,90	0,99	Good Fit	
	<i>Absolute Fit</i>				
	GFI	>0,90	0,91	Good Fit	
	RMSEA	<0.06	0,086	Margin Fit	
	<i>Incremental Fit</i>				
	Customers value	NNFI	>0,90	0,98	Good Fit
		NFI	>0,90	0,97	Good Fit
		AGFI	>0,90	0,84	Margin Fit
		RFI	>0,90	0,95	Good Fit
IFI		>0,90	0,98	Good Fit	
CFI		>0,90	0,98	Good Fit	
<i>Absolute Fit</i>					
GFI		>0,90	0,96	Good Fit	
RMSEA		<0.06	0,033	Good Fit	
<i>Incremental Fit</i>					
Customers Loyalty		NNFI	>0,90	1,00	Good Fit
		NFI	>0,90	0,99	Good Fit
		AGFI	>0,90	0,92	Good Fit
		RFI	>0,90	0,98	Good Fit
	IFI	>0,90	1,00	Good Fit	
	CFI	>0,90	1,00	Good Fit	

The direct and indirect effect of price on customer loyalty

- The direct effect of price on customer loyalty is $(0.29)^2 \times 100 = 8.41\%$
- The indirect effect of price on customer loyalty through customer value is $(0.29) \times 0.55 \times 100 = 15.95\%$

The percentages above show that price cannot increase employee customer loyalty through customer value, either directly or indirectly. Consequently, the variables Customer value and Customer loyalty are mediated by Customer Value.

EWOM's direct and indirect influence on customer loyalty

- EWOM has a direct impact on Customer Loyalty which is $(0.64)^2 \times 100 = 40.96\%$

- EWOM has an indirect impact on Customer Loyalty through customer value, namely $0.64 \times 0.55 \times 100 = 35.20\%$

Likewise, customer loyalty is influenced both directly and indirectly by work discipline, indicating that EWOM can increase customer loyalty indirectly through customer value, but the direct influence is more dominant. Thus the customer value variable is not a mediating variable in the relationship between EWOM and employee customer loyalty.

5. CONCLUSION

It can be concluded that price has a significant and positive effect on customer value based on the research findings that have been conducted. Customer value is significantly and positively influenced by work discipline. Customer loyalty is not significantly influenced by kaizen culture. Customer loyalty is significantly influenced by work discipline. Customer value has a positive and significant effect on customer loyalty. Kaizen culture, EWOM has a positive and significant effect on customer value. Kaizen culture, work discipline, customer value have a positive and significant effect on customer loyalty. For the customer value variable, it acts as a mediator between the Price and EWOM variables on employee customer loyalty.

The study uses only two independent variables, namely Price and EWOM to measure how much influence they have on customer loyalty and employee customer value at PT Mandom Indonesia is one of the limitations of this study, so that the ability of the two independent variables to explain the mediator variable Customer value, and the dependent variable Loyalty Customers are still limited.

Based on the limitations of this study, the following suggestions can be given, namely this study only uses two independent variables, namely price and work discipline. It is recommended to add other variables such as work environment, K3, and work motivation to measure how much influence they have on customer value and customer value variables. Employee customer loyalty.

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