



The Influence of Barista on Coffee Shop Consumer Loyalty (Utilizing Indicators for Theoretical and Practical Purposes)

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Abstract

Consumer loyalty is a very important aspect in supporting the sustainability of the coffee shop business and one of the related factors is the barista. The research aims to determine the condition of the barista variable and consumer loyalty and to analyze the influence of the barista on coffee shop customer loyalty in Kuningan City, West Java. The research was conducted in January-April 2022 using a descriptive quantitative design and survey method. The number of samples was determined intentionally by 72 respondents. Data measurement uses a Likert Scale and analysis with the Structural Equation Model instrument. The results showed that the barista condition was in the "very competent" category (92%) and consumer loyalty was in the "loyal" category (80%), but the barista had no significant effect on coffee shop customer loyalty. The most dominant indicators reflecting the condition of the barista are "hospitality" and consumer loyalty, namely "loyal" and "don't care about other brands". The results of the research are very important and interesting so that they can contribute to the development of knowledge in the fields of marketing and statistics, as well as being a reference for coffee shop entrepreneurs to gain consumer loyalty.

keywords: Baristas; Indicator; Category; Consumer loyalty; No real effect

INTRODUCTION

A culinary business that is growing rapidly in this third marketing era Kotler, (2000) in Indonesia and the world is a coffee shop (Toffin, 2020). The spread is not only in big cities but also in district cities and even in sub-districts (Juliani, 2021). Coffee shop is a form of business in the downstream agribusiness subsystem Krisnamurthi or downstream agroindustry Soekartawi, (2000) whose function, not just to drink coffee, but has developed into a broader function, such as: a place to discuss, relax, take pictures (intagrammable), do tasks, and gather with friends or family Sasmita, (2021). Based on the value of sales turnover per year, the coffee shop that grows can be in the form of micro enterprises, small businesses, medium enterprises or large businesses (UU.No.20/2008) And if based on the scale of the business, it can be divided into local, national or global scale. The number of coffee shops that grow can show the awakening of the spirit and entrepreneurship education Cahyani et al., (2022), especially for young people. Therefore, the rise of coffee shops has also provided opportunities for the presence

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of baristas as a strategic profession in supporting the successful operationalization of the coffee shop business (Wachdijono and Akhmad Jaeroni, 2021).

A barista is a person or group of people who have the ability to mix a cup of coffee, know the character of the taste of brewed coffee, the process of planting it until the origin of the coffee (Sidewalk, 2019; Hamdan and Santani, 2018). There are three arts that a barista must have, namely the art of serving, serving, and blending coffee in a café (Panggabean 2012). Professional baristas have a very important role in providing excellent service to consumers which aims to build customer loyalty (Sidewalk, 2019). This is in accordance with several research results that show that baristas play a real role in increasing coffee shop consumer satisfaction or loyalty (Darmansyah & Novpriani, 2019; Purnomo et al., 2019; Ting et al., 2018). Furthermore, consumer loyalty will be the desire of all business actors, because by having loyal consumers, the company's income can be guaranteed Kotler, (2000), including in the coffee shop business in Kuningan City.

Kuningan City is one of the capital cities of regencies in West Java Province, Republic of Indonesia, which is located in an area with an average altitude of 700 meters above sea level, so it includes a plateau Lala, (2023). The soil is fertile and the air is cool Wikipedia, (2020), Very supportive and suitable for coffee plant cultivation area. There are three types of coffee grown by farmers, namely: Robusta coffee, Arabica coffee and Liberica coffee. Most (95%) farmers grow Robusta coffee, then grow Arabica (5%) and Liberica (2%) (Wachdijono and Akhmad Jaeroni, 2021). Besides being suitable for coffee cultivation, it turns out that in Kuningan City itself there have been many modern (contemporary) coffee shops. At least 20 modern coffee shops have been established and many customers, including: 1) Sweet Coffee, 2) Artha Shop, 3) Tsuyoi Café, 4) Mokopi Cafe, 5) One Dis Coffee, 6) Suket Jalbar, 7) Arunika eatery, 8) Mavac Kuningan, 9) One Dis Coffee, 10) Cha Cha Cafe and Resto, 11) Oska Ramen Kuningan, 12) Dua4 Coffee, 13) Jobless Ina, 14) Jahdem Coffee Kuningan, 15) Waja Kopi, 16) Nyoesoe Milkshake Kuningan, 17) Otaku Coffee and Roastery, 18) Kopi Pono, 19) The Coffee 165, and 20) QQ Cafe and Resto (Ramdhiani, 2022; Ibrahim, 2022; Hasyim, 2022). With so many coffee shops standing on top of it, there are also many baristas who work, so that their role in building consumer loyalty will be seen. Therefore, efforts to find out the role of baristas in real consumer loyalty are important to do because the number of coffee shops that stand in Kuningan City is increasing, both local, national and global coffee shops

Some relevant previous research results on the role of baristas in building consumer loyalty include: 1) Arrasyid and Nurbaiti (2022) concluded barista service has a real effect on customer loyalty at Amaro Coffee shop; 2) Wulandari (2019) menunjukkan kualitas pelayanan barista Kopi SANA berhubungan nyata dengan loyalitas konsumen; and 3) Dhisasmito and Kumar (2020) concluded that the quality of barista service has a positive effect on coffee shop consumer loyalty in Jakarta. But the results of the study: 1) Taufik et al., (2022) Showing barista service quality has no effect on customer loyalty; 2) Syahrudin and Yusup (2022) which shows barista skill indicators have no effect on Bekasi

coffee shop consumer loyalty; and 3) Rahman and Putri (2019) which shows the barista's performance is not good so that operations at Rock Gilis Coffee Lombok are not smooth and many consumers complain. Based on the results of the research above, it can be said that there are differences in research results or theories, namely some conclude baristas have an effect on loyalty, but there are also those who conclude baristas have no effect on coffee shop consumer loyalty. Thus, the *research gap* that occurs is in the form of a *theoretical gap*, namely the occurrence of research gaps caused by different research results (theories) (Miles, 2017).

This study aims to determine the condition of barista variables and consumer loyalty, as well as analyze the influence of baristas on coffee shop consumer loyalty in Kuningan City. Barista variables and consumer loyalty are latent variables, namely variables that cannot be measured directly so that measurements are made on indicators (Ghozali, 2005). The difference between this study and previous research is that this study discusses the condition of barista variables and individual consumer loyalty (descriptive statistics), along with the loading factor value (weight) of each latent variable indicator completely and simultaneously (inferential statistics), which has not been done by previous studies. The results of this study are expected to strengthen one of the theories about the influence of baristas on consumer loyalty, and can contribute to the development of science, especially about the condition of barista variables and individual consumer satisfaction along with the loading factor values of each latent variable indicator as points that will be technical recommendations to coffee shop business actors in Kuningan City in particular. Therefore, the research entitled: The Effect of Baristas on Coffee Shop Consumer Loyalty (Utilizing indicators for theoretical and practical purposes), becomes important to be carried out.

Referring to some previous research results and background, it can be used as a basis for compiling a framework of thought and proposing research hypotheses. The framework of thought in this study can be seen in Figure 1.

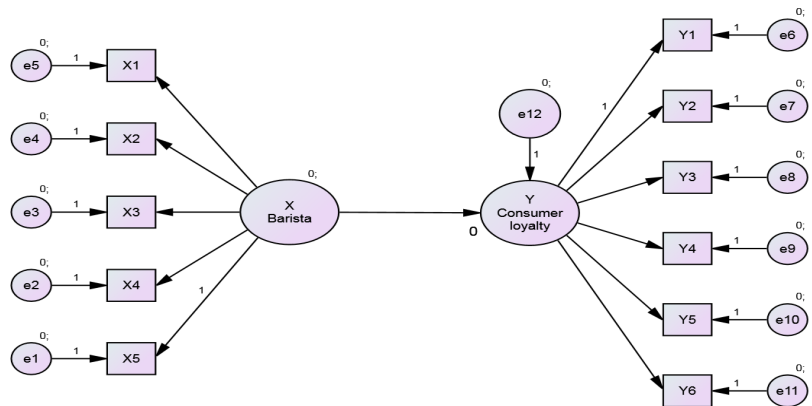


Figure 1. Research framework

Based on the framework in Figure 1, and the condition of coffee shops that stand in Kuningan City is included in modern and contemporary (*hits*) types that require other variables to support in achieving consumer loyalty, research hypotheses can be proposed, namely:

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H1: It is suspected that the barista variable (X) has no real effect on consumer loyalty (Y) coffee shops in Kuningan City.

H0: It is suspected that the barista variable (X) has a real effect on consumer loyalty (Y) coffee shops in Kuningan City.

METHODS

The location of the study was determined *purposively*, namely in Kuningan City, West Java Province, on the grounds that Kuningan City could present the geographical conditions of cities in the highlands where many modern coffee shops also stand, both in Indonesia and the world. This study was conducted in January – April 2022. The object of research is: Barista variable (X) as an exogenous variable (Independent) and consumer satisfaction variable (Y) as an endogenous variable (dependent). To make measurements on these variables, variable operationalization is arranged, as follows:

1) Barista (X) is someone who is capable or competent (has expertise) in everything related to making coffee drinks in coffee shops in Kuningan City (Panggabean, 2012), which is measured by five indicators, namely: 1) Skillful, 2) Accuracy, 3) Speed, 4) Friendliness and 5) Knowledgeable. Measurement of such indicators using the Likert Scale.

2) Consumer loyalty (Y) is the level of consumer loyalty in buying coffee beverage products at coffee shops in Kuningan City continuously (Tjiptono, 2012), which is measured by six indicators, namely: 1) repeat purchases; 2) Faithful; 3) Not influenced by other brands; 4) promotion of positivity; 5) make more purchases, and 6) purchase between product lines. The measurement of such indicators uses the Likert Scale.

Tabel 1. Operasionalisasi variabel dan indikator penelitian tahun 2023

Variabel	Indicator	Kriteria	Measurement Scale	Nomor item pertanyaan
Bartender (X)	1) Skilled (X1)	Skilled in making various coffee-based drinks	Ordinal/Likert	2
	2) Accuracy (X2)	Beverages made according to consumer wishes / orders	Ordinal/Likert	5
	3) Speed (X3)	Making coffee drinks ordered by consumers is not long (fast)	Ordinal/Likert	7
	4) Hospitality (X4)	Show delicate, friendly and polite attitude and speech	Ordinal/Likert	9
	5) Knowledgeable (X5)	Have adequate knowledge related to coffee	Ordinal/Likert	1
Consumer	1) Repurchase (Y1);	Make a coffee drink purchase again after the 1st purchase	Ordinal/Likert	8
	2) Loyal (Y2);	Always buy coffee drinks regularly even under any conditions	Ordinal/Likert	11
	3) Not influenced by	Keep buying this brand of coffee	Ordinal/Likert	3

loyalty (Y)	other brands (Y3);	drinks even though there are many other brands.		
4) Promotion of positivity (Y4);		Tell the other party about the good things of coffee beverage products	Ordinal/Likert	10
5) Make more purchases (Y5)		Purchasing more coffee beverage products than before	Ordinal/Likert	6
6) Purchasing between product lines (Y6).		Make purchases on derivatives or variants of coffee beverage products	Ordinal/Likert	4

Given that the population (coffee shop consumers in Cirebon City) is not known with certainty, the determination of the number of samples is determined based on the loading factor number which is considered still repressive, which is 0.65 (Hair et. al.,2010) So the number was set at 72 respondents. This study used descriptive quantitative design and survey method. Data analysis tools use the *Structural Equation Model (SEM) instrument* and the calculation uses the *Analysis of Moment Structural (AMOS)* application, which is then known as *SEM-AMOS*. The measurement of both variables uses the Likert Scale so that the calculation of scores to determine the condition of the barista variable (X) and consumer loyalty (Y) is guided by the highest score value, the value of the score among them and the lowest score value (Riduan, 2015). Guidelines for calculating score, percentage and category values on barista (X) and consumer loyalty (Y) variables can be seen in Tables 2a and 2b.

RESULTS AND DISCUSSION

Based on the research objectives, the results and discussion include two things, namely: first, describing the condition of the barista variable (X) and consumer loyalty variable (Y) individually, and second, analyzing the influence of the barista variable (X) on consumer loyalty (Y) quantitatively. The results and discussion, as follows:

Barista variable condition (X) and consumer loyalty variable (Y)

Calculation of score values on variables X and Y, based on primary data obtained from survey results, which are then recapitulated and calculated. The calculation results were carried out based on Table 2a and Table 2b, the results were obtained: the score value for variable X was 1,650 from an expected score of 1,800 or 92% and for variable Y was 1,727 from an expected score of 2,160 or 80%. The score value can be interpreted that the condition of the barista variable (X) in the category of "very capable" or "very competent" in carrying out its role in coffee shop operations, while the variable condition of consumer loyalty (Y) in the category of "loyal" or "loyal" to make periodic purchases of coffee beverage products at coffee shops in Kuningan City.

The condition of the barista (X) who is very competent (92%) shows that the barista at the Kuningan City coffee shop has mastered and is proficient in: making various coffee beverage products, accuracy in fulfilling consumer orders, speed in serving coffee drinks, friendliness in interacting with consumers and knowledgeable about coffee, so that consumers give high scores to the five indicators inherent in a barista. Such conditions have a positive impact on *experiential marketing* efforts (creating a memorable experience that is not easy for consumers to forget) that encourage a consumer to visit his coffee shop again. This condition is in accordance with the results of the study Alvarizy and

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Deliana (2021) which concludes baristas in conveying *experiential marketing values* to consumers at coffee shops in Bandung City at a high level of competence. Other research that is also relevant to the results of this study, namely: 1) Lian et. al., (2020), shows that the barista/employee service conditions at Cafe Gudang Imaji Coffee Manado City are in the "very good" category (skor 647/750 atau 86,27 %); 2) Lorensa et.al., (2020), explained that the quality of service at Sunyi House of Coffee and Hope is in the "very good" category (score 439.4/500 or 87.88%); and Wachdijono and Yahya (2021) which concludes that consumer perception of the presence of baristas in Cirebon City coffee shops in the "optimistic" category (score 1,839/2,700 or 68.11%) which means that the current and future coffee shop business conditions are prospective. This is supported by the demand for domestic coffee itself which shows an increasing trend (positive) every year (Affandi, 2021; Rahmanulloh and Donald, 2019). In addition, with the condition of competent baristas above will be able to build *experiential marketing* towards achieving consumer loyalty.

The condition of consumer loyalty (Y) in the "loyal" category (score 80%) shows that consumers are loyal in purchasing coffee beverage products at coffee shops in Kuningan City. This loyalty can be caused by many factors, including: customer satisfaction, product quality, service quality, brand image, perceived value, trust, customer relational, switching costs, and company conditions (Kotler and Keller, 2016; Hasan, 2014; Tjiptono, 2012; Rangkuti, 2006). In addition, based on research results, consumer loyalty can also be caused by factors: innovative products (Wachdijono et al., 2022; Mustamu and Ngatno, 2021; Aryoni et.al., 2019), Affordable price (Maulidio and Dwiastani, 2022; Setiawan et. al., 2021; Ratnasari and Wachdijono, 2021; Anggraini and Silitonga 2019), Product Brand Image (Susianti et al. 2021; Ismiyatningsih 2021; Wachdijono et. al., 2019), and barista service quality (Tsalatsa, 2021; Julianto et. al., 2021). The condition of loyal consumers is highly desired by all coffee shops, because having loyal consumers will bring great benefits to business managers, including: can maintain business continuity, improve performance or financial performance, become greater profit opportunities, consumer maintenance costs become cheaper (efficient), and can be a defender of company products (Rangkuti, 2006).

The effect of the barista variable (X) on the consumer loyalty variable (Y)

Based on the analysis of research data (survey results) using the *SEM-AMOS* instrument, two analysis results were obtained: first, factor analysis, which is an analysis that gets the value of loading factors (weights) on each indicator of latent variables (X and Y); and second, structural analysis, which is an analysis that obtains standardized regression coefficient values on paths between latent variables (X to Y). Both results were obtained simultaneously as can be seen in Figure 2.

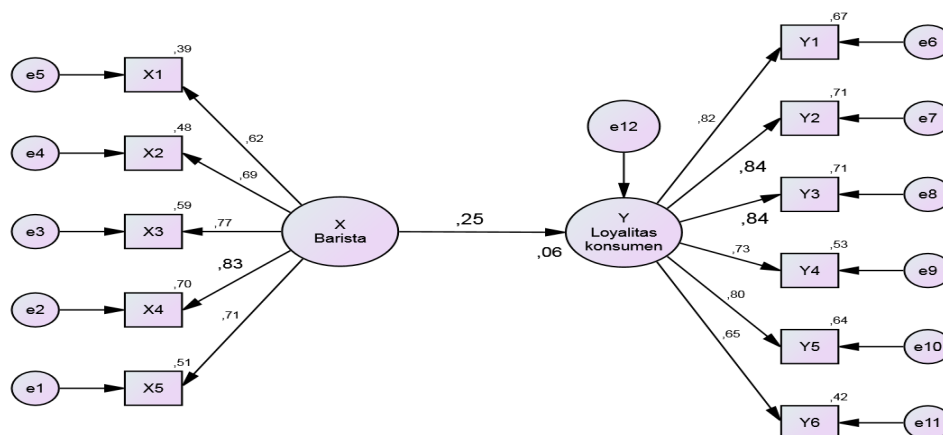


Figure 2. Value of loading factor and regression coefficient between latent variables (X to Y)

Figure 2 shows the barista variable (X) influencing the consumer loyalty variable (Y) with a standardized regression coefficient value of 0.25 and a determination coefficient (r^2) value of 0.06. However, the influence cannot be known real or not, so it will be seen in the significance value (sig) as in Table 3.

Table 3. Significance of the influence of variable X on Y and the value of the loading factor

			Estimate	S.E.	C.R.	P	Label
Y_Loyalitas_konsumen	<---	X_Barista	,394	,211	1,871	,061	par_8
X4	<---	X_Barista	,949	,153	6,205	***	par_1
X3	<---	X_Barista	1,007	,172	5,845	***	par_2
X2	<---	X_Barista	,938	,177	5,313	***	par_3
Y2	<---	Y_Loyalitas_konsumen	1,059	,128	8,288	***	par_4
Y3	<---	Y_Loyalitas_konsumen	1,220	,148	8,244	***	par_5
Y4	<---	Y_Loyalitas_konsumen	,768	,114	6,731	***	par_6
Y5	<---	Y_Loyalitas_konsumen	1,070	,139	7,715	***	par_7
Y1	<---	Y_Loyalitas_konsumen	1,000				
Y6	<---	Y_Loyalitas_konsumen	,790	,135	5,831	***	par_9
X1	<---	X_Barista	,772	,161	4,803	***	par_10
X5	<---	X_Barista	1,000				

Sumber: Text output SEM-AMOS, 2023

Table 3 shows that the effect of the barista variable (X) on the consumer loyalty variable (Y) is **neither real nor significant** because the P value is 0.061 (**this value is greater than the value of 0.05**) (Ghozali, 2011). Thus the hypothesis that states: the barista variable (X) has no real effect on the consumer loyalty variable (Y) is **acceptable**. The effect of variable X on variable Y is not real because the role of baristas (X) in influencing consumer loyalty (Y) only stands alone. Although baristas are the most important management element in managing a coffee shop (Hamdan, 2018; Musika, 2018) And some research results show a real influence on consumer loyalty, both simultaneously and partially, but when standing alone (singular) the effect is not visible. Such conditions show that the variable consumer loyalty (Y) is an interrelated variable (*multivariate*), meaning that it is not enough

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to be influenced by only one independent variable, for example: barista. This argument supports the opinion of experts (Kotler and Keller, 2016; Hasan, 2014; Tjiptono, 2012; Rangkuti, 2006), which explains that the variable of consumer loyalty is influenced by many factors, so it cannot be influenced by only one variable, meaning that if forced to keep using one variable, then the results are not significant or operationally meaningful. For this reason, several other independent variables are needed, so that their influence on consumer loyalty becomes real (significant).

The addition of variables will have an impact on two possible events, namely: first, "direct effect events", meaning barista variables together with other independent variables ($X_1, 2, 3, \dots, n$) affect the consumer loyalty variable (Y) in a real (simultaneous) manner and this can be included in *multiple linear regression* analysis, as can be seen in the study: Ayuningtyas et al. (2022), Waldan (2020), Setiyaningrum and Ramawati (2020) and Purnomo (2017); and second, "indirect effect events", meaning that the barista variable (X) requires another variable (eg variable Z) that plays a real role as an intervening variable, so that the barista variable (X) can affect the consumer loyalty variable (Y) indirectly through variable Z , and this can include *path analysis* or structural analysis, as can be seen in research: Binagusto and Najib (2020), Arismunandar et. al., (2019), Artha (2019) dan Mu'tashim (2019). Thus, in order for the barista variable (X) to have a real effect on consumer loyalty (Y), it can be achieved through the simultaneous addition of variables or the addition of variables as intervening variables (intermediate variables). Both solutions are multivariate statistical analyses, while the effect of X on Y alone is bivariate statistical analysis (Hair et. al., 2010).

Although variable X has no real effect on Y , there is an interesting and important description to raise based on the condition of each variable, because the condition of the two variables is in the category of "very competent" and "loyal". In the barista variable (X), it can be seen that the highest loading factor (weight) value is in the X_4 indicator or "friendliness" which is 0.83 (see Figure 2 and Table 3), meaning that in a barista, the most dominant indicator in reflecting the condition of the barista variable is the barista "friendliness" given to consumers. In the consumer loyalty variable (Y), the highest factor loading value in the Y_2 and Y_3 indicators is 0.84 respectively (see Figure 2 and Table 3), meaning that the most dominant indicator in reflecting the condition of the consumer loyalty variable (Y) is consumer loyalty in buying coffee beverage products (Y_2) and consumer attitudes that are not affected by coffee beverage products from other brands (Y_3). Knowledge of the most dominant indicators is very useful for coffee shop business managers so it must be considered seriously in order to gain consumer loyalty and at the same time increase company values (Hery, 2016) so that his business can progress and be sustainable.

The results of the study which showed the highest loading factor value of 0.83 on this "friendliness" indicator, were corroborated by the results of the study: Lian et al., (2020) dan Lorenssa et al., (2020), What shows the indicator on the service quality variable that is most concerned by consumers is the "friendliness" of baristas / employees, which is manifested: with a friendly attitude,

gentle speech, pleasant facial expressions and polite behavior to every consumer or buyer who comes. Friendliness is the indicator that consumers pay the most attention to, it is very in accordance with the explanation of Joseph A. Michelli (a customer service expert from the United States), namely the success of a barista in interacting with consumers, the first to be noticed is hospitality (Michelli, 2006). In addition, it is also in accordance with the results of the study (Clinton Mongkol, 2016) who advise baristas to maintain the best attitude or action (friendly) to consumers. The results of the study are in line with the opinion of practitioner Iqbal Sofyanis (owner of Potpourri Authentic Coffee Jakarta) in Nainggolan (2016) which explains that the best baristas have three actions when interacting with customers and the first action is friendliness.

Furthermore, the results of the study which showed the highest loading factor value of 0.84 on the "loyal" indicator were corroborated by the results of the study Wachdijono (2022) about the loyalty of coffee shop consumers in Kuningan City, West Java, which explains the highest loading factor value is in the "loyal" indicator of 0.86. Such conditions show that consumers already feel suitable, full *expectations* and very happy, after buying / consuming coffee beverage products at coffee shops, thus giving birth to feelings of confidence, feelings of satisfaction and high feelings of trust in consumers to remain loyal and consistent in buying them or known as consumer loyalty (Tsalatsa, 2021; Setyawan, 2021; Permatasari et. al., 2021). In connection with the creation of consumer loyalty, Kotler and Keller (2016) added that consumer loyalty is divided into five types, namely: 1) Absolute Loyalty, 2) Relative Loyalty, 3) *Latent Loyalty*, 4) *Synchronous Loyalty*, and 5) *No Loyalty*). To find out the results of this research including which type of loyalty, further research is needed that will be useful in developing science, especially marketing.

Based on the results and discussion above, it can be said that the condition of the barista variable (X) and consumer loyalty variable (Y) is in good condition individually, namely "very competent" and "loyal", but X does not have a real effect on Y, so it seems that there is no meaningful recommendation from the results of this study in order to achieve or increase consumer loyalty through the barista variable (X). However, given that both variables X and Y are latent variables, so that what is measured are the indicators, the recommendations of research results related to efforts to achieve consumer loyalty can be through the most dominant indicators in reflecting the conditions of both variables X and Y. In variable X, the most dominant indicator is "friendliness", while in variable Y is "loyal" and "does not care about other brands' products". Thus efforts to achieve or increase consumer loyalty can be taken by improving the quality of "barista friendliness", and increasing "consumer satisfaction" (consumer satisfaction) by focusing on one or a combination of elements of the marketing mix (*marketing mix*), for example: on product elements, it can focus on product diversity (Wardhani & Dwijayanti, 2021), or on the taste of the product (Hariyanto et. al., 2022), or on product packaging design (Fadhil et al., 2022) or on the product brand (Wachdijono et al., 2019) or by means of a combination of the elements of the marketing mix (Purnomo et al., 2023).

The findings of this study have corroborated the results of previous studies that concluded that baristas have no real effect on consumer loyalty, if in the case of bivariate, but can have a real effect if in the case of multivariate or the presence of intervening variables. Therefore, the recommendations

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to improve the quality of baristas above, apply if in the case of multivariate or intervening variables, and such conditions are clearly very possible because in the economic world the assumption of interdependence or interdependence between one variable applies to another variable (Sukirno 2014). In addition, the findings of this study have also filled in knowledge about the relationship between the conditions of variables X and Y, along with indicators (*confirmatory factor analysis*) and the influence between X and Y (*structural analysis*), which are carried out simultaneously or all at once in one analytical instrument, namely *SEM-AMOS*, so that the discussion is more in-depth and complete (comprehensive). In previous studies, there has not been a simultaneous discussion, but it is still partial so it seems that the discussion has not been in-depth. Thus, the results of this research can contribute to the development of science, especially knowledge in the field of marketing and statistics, and can provide technical recommendations for coffee shop business managers in order to achieve or increase consumer loyalty.

CONCLUSION

The condition of the barista variable in the "highly competent" category and the consumer loyalty variable in the "loyal" category. The barista variable has no real effect on the coffee shop consumer loyalty variable in Kuningan City. The most dominant indicator reflecting the condition of the barista variable is "friendliness" and on the consumer loyalty variable is "loyal" and "not paying attention to other brands' products.

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