Consumer Satisfaction: The Role of Mediation on the Effect of Cafe Service Quality, Brand Image, and Price on Customer Loyalty at the "Titik Balik" Cafe Jember

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Abstract:
Background*: This research is a theoretical study by discussing the role of consumer satisfaction on the ability of the marketing mix strategy by Kotler and Armstrong. The marketing mix strategy proposed by Kotler and Armstrong consists of 8 methods. This article only discusses 3 variables by showing their influence on customer loyalty by mediating consumer satisfaction variables.*
Materials and Methods*: The proposed research design adapts to the research objective of analyzing the mediating role of consumer satisfaction on the effect of cafe service quality, price, and brand image on customer loyalty. The research design that is suggested later to other researchers is a quantitative study which uses a minimum sample of 100 respondents with data analysis using path analysis assisted by classical assumption tests and Sobel tests and checking the influence between variables with the triming method.*
Conclusion*: This study aims to provide suggestions for further research using existing methods using the new theoretical basis proposed by Kotler and Armstrong where they mention a new marketing strategy called the Marketing Mix Strategy. In addition, this theoretical study is carried out to provide new contributions to research on the basis of phenomena and conditions that exist around the researcher.*
Key Word*: Consumer Satisfaction;Café Service Quality; Brand Image; Price; Customer Loyalty.*

I. Introduction

The Covid-19 pandemic is still happening today which has an impact on the progress of cafe business players everywhere. Many cafe business people are starting to look for other businesses that can be done during the COVID-19 pandemic. In addition, they think that by looking for other business fields it will be better than being one of the cafe business actors. However, for other cafe business actors who persist, they are still fighting for their business in various ways. Starting from the use of marketing strategies to the changes made to the cafe they have. In Jember, the emergence of new cafes with different marketing strategies on price changes, service and brand image shows how they attract customers. The cafes that have sprung up in the Jember area show the enthusiasm of the community towards the existence of a café. Starting from the joy of gathering with friends at the cafe to doing work or school assignments at the cafe. The results of observations by researchers in the field show that cafes in the Jember area have their own charm. This is also indicated by promotions starting with marketing strategies on price changes, services and brand image to increase customer satisfaction and attract customer loyalty. Cafes are scattered in strategic areas such as around campus and around public places. The number of cafes in the Jember area makes competition between cafe business actors in Jember increase.

There are still many research gaps found where Gea [1]; Alfian [2]; and Sari [3]explain that price has an effect on customer loyalty while in other research conducted by explaining the negative influence and in research conducted by Pramesti & Chasanah [4] and Agustina et al [5]found the same thing ie price has no effect on customer loyalty. while Suhartono & Rahayu [6] and Rusdiyanto & Suranti [7] explain that the service provided by the café has an influence on customer loyalty while research conducted by Agiesta [8]and Pradana [9]found that the quality service has no effect on customer loyalty. In addition, Mertha & Respati [10]and Suastini & Mandala [11] also found that brand image was able to increase customer loyalty. Mulyana and Sulistyawati [12] found differences in research results where brand image was not able to influence customer loyalty. Desiyanti et al. [13]and Pahlawan et al. [14]explains that service quality has an effect on consumer satisfaction while the research by Mahsyar & Surapati [15]explains that service quality has no effect on consumer satisfaction. Meanwhile, Kasinem's research [16]explains that service quality has a negative effect on consumer satisfaction.Alfian & Noersanti [2]and Ramadhan et al. [17]which shows that price has no effect on

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consumer satisfaction. Differences of opinion expressed by research Tendur et al. [18]and Hutagaol & Erdiansyah [19]explain that price affects consumer satisfaction. Rusmahafi & Wulandari [20]and Putra et al. [21]which shows that there is no effect of brand image on consumer satisfaction while according to Martin & Nasib [22]and Taqi & Muhammad [23]there is an influence of brand image on consumer satisfaction. Duman [24]and Dewi [25]explain that consumer satisfaction has no effect on customer loyalty. Meanwhile, research by Militina & Achmad [26]and Djunaidi & Umanailo [27] explains that there is an effect of consumer satisfaction on customer loyalty.

Based on the differences in the results of previous studies, many previous studies found by researchers, the service quality, price and brand image variables used as independent variables (Independent Variable) were not based on the Marketing Strategy Mix theory where the marketing strategy used only focused on the use of service quality variables, price and brand image as the usual independent variables. Researchers developed the use of the perception of the Marketing Mix Strategy developed by Armstrong & Kotler [28] which defines marketing as a process in which companies engage customers, build strong customer relationships, and create customer value to capture value from customers in return. So that the concept of this research uses the perception of the Marketing Strategy Mix which focuses on the influence of the variables of service quality, price and Brand Image on customer loyalty and consumer satisfaction.

II. Material And Methods

This research design uses quantitative research, the problems studied have a wider scope and variations that are more complex than qualitative research. Quantitative research is more systematic, planned, structured, clear from the beginning to the end of the research and is not influenced by the conditions that exist in the field. Quantitative research emphasizes its analysis on numerical data which will be processed by statistical methods for data interpretation. Basically, quantitative research is carried out in research using statistical inference measuring tools (eg: Regression, Correlation) for hypothesis testing. Suggestions for a research sample of at least 100 respondents provided that they have made a purchase more than 1 time or at least 2 times a purchase. In addition, the recommended sample analysis technique is accidental sampling where the sample is determined according to the criteria to be used in the study.

The grand theory used belongs to Kotler and Armstrong which explains the mix marketing strategy consisting of 8 indicators with price, service quality and brand image as one of these indicators. In addition, look at the definition of marketing mix strategy where put forward the definition of marketing can be interpreted as a process in which companies engage customers, build strong customer relationships, and create customer value to capture value from customers in return. so it is necessary to test the use of marketing mix strategy theory in businesses around the research environment.In the past, marketing was defined as promotion and sales, but along with the development of science, marketing is defined as a satisfied attitude to meet customer needs. If marketers engage customers effectively, understand their needs, develop products that provide superior customer value, and price, distribute, and promote them well, these products will be easy to sell. In fact, according to management expert Peter Drucker in Armstrong and Kotler [28], the goal of marketing is to make sales unnecessary.

Armstrong and Kotler explain that there are 8 variables which are the strongest factors in influencing marketing strategy. three of them are service quality, price and brand image. this explanation allows its influence on the marketing used. Even in increasing the company's profit, Kotler suggests changing of these 8 variables as a factor to increase the number of visitors and visitor loyalty.

in the context of understanding service quality. Parasuraman at. al [29]defines quality as a form of attitude, related but not the same as satisfaction, which is the result of a comparison between expectations and actual performance. However, service quality and satisfaction are formed from different things. According to Parasuraman, et al [29] Cafe Service Quality is defined as how far the difference between reality and customer expectations for the service they receive/get.

Developments that occur in price fixing, many business actors have come up with ways of setting prices seen from various aspects and calculations. One of them is seen from the price of materials, employee payments to profits. For a business actor, choosing a wise pricing model is an important part of realizing a business. Armstrong and Kotler [28] explain that price is the only element in the marketing mix that generates revenue; all other elements represent costs. Price is also one of the most flexible elements of the marketing mix. Unlike product features and channel commitments, prices can be changed quickly. At the same time, pricing is the number one problem facing many marketing executives, and many companies don't handle pricing well.Armstrong and Kotler [28]describe that one of the main shortcomings in traditional pricing is the preoccupation with identifying and analyzing price levels: whether a price is high or low in relation to competitors' product offerings and customer demand or to internal costs within the organization. In addition, pricing is often thought of as an uncomplicated and direct action: assigning a price tag to a price object, which is

often considered quite easy to define. The main challenge then is to determine a price level that is high enough to make money, while low enough to attract buyers. Instead, we take a strategic approach to pricing.

Customers or customers are value maximizing parties, they form expectations of value and act on it. Meanwhile, business actors will give their best to increase this value. There are many ways and activities that are carried out by business actors to maximize value. Of all the activities carried out by a company, it will ultimately lead to the value that will be given by customers regarding the satisfaction they feel. The definition of customer satisfaction varies greatly and will provide a broader understanding. Daga [30]explains the definition of customer satisfaction is the response shown by the customer to the service or performance (results) received, then the customer will compare the performance (results) with the expectations he wants. If the performance (results) received are more than expectations, the customer is satisfied, and vice versa if the performance (results) they receive do not meet or equal their expectations, it can be said that the customer is dissatisfied with the performance (results) received.Practitioners and academics believe in marketing that customers can judge service performance compared to expectations before buying or consuming. Equivalence will lead to a match, otherwise the gap will cause a mismatch. In an effort to meet consumer satisfaction, companies are required foresight to identify shifts in customer needs and desires that change almost all the time.

Moreover, when looking at the word brand, a brand is more than just a name and symbol. They are a key element in a company's relationship with its customers. A brand represents a customer's perception and feeling about a product and its performance—everything that the product or service means to the customer. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Customers who have a positive image of a brand will be more likely to make a purchase [31]. In addition, Daga [30]explains that product image can be defined as a perception that arises in the minds of customers when remembering a brand of a particular product.

Armstrong and Kotler [28]said that a strong brand has high brand equity. Brand equity is the differential effect of knowing the brand name on the customer's response to the product and its marketing. Brand image refers to the memory schema of a brand, which contains the customer's interpretation of the attributes, advantages, uses, situations, users, and characteristics of the marketer and/or maker's characteristics of the product/brand. Brand image is what customers think and feel when they hear or see the name of a brand. A positive customer image of a brand is more likely to allow customers to make a purchase. A better brand is also the basis for building a positive corporate image.
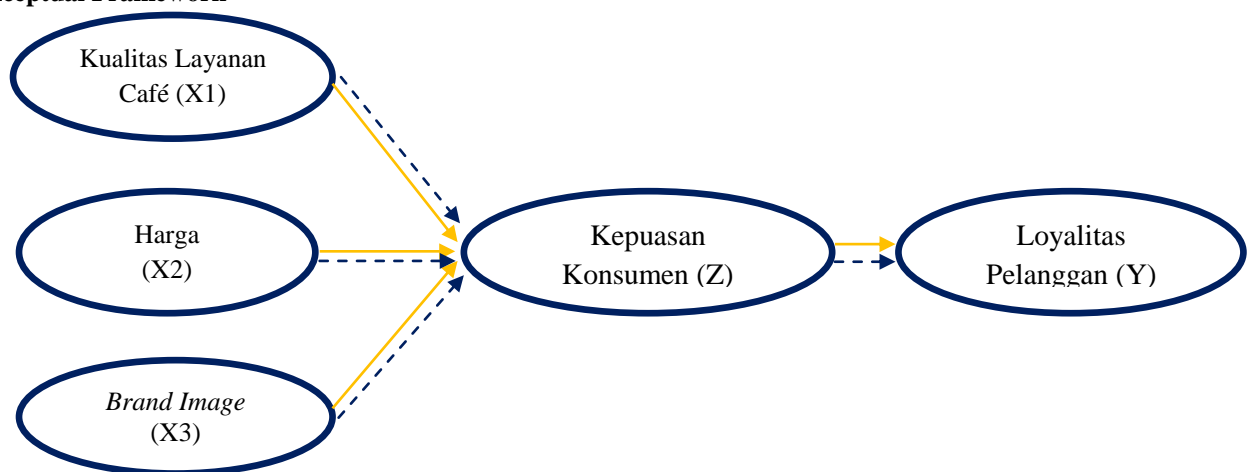
Conceptual Framework

Figure 1. Conceptual Framework

Hipotesis

a.   Cafe Service Quality on Consumer Satisfaction

Based on the conceptual framework that the researcher has designed, there is a Service Cafe variable. The theoretical study conducted in this study describes the definition of service quality according to Parasuraman, et al [29]as how far the difference between reality and customer expectations for the service they receive. Desiyanti et al. [13]explained that service quality had an effect on consumer satisfaction, while Mahsyar & Surapati's [15]research explained that service quality had no effect on consumer satisfaction. Meanwhile, Kasinem's research [16]explains that service quality has a negative effect on consumer satisfaction. However, another study by Pahlawan et al. [14]showed results that

support the research of Desiyanti et al. [13]which explains that service quality affects consumer satisfaction. Based on this, it is necessary to formulate a hypothesis in this study as follows.

    H1   : Cafe Service Quality has a significant partial effect on consumer satisfaction

b.   Price on Consumer Satisfaction

Based on the conceptual framework that the researcher has designed, there is a price variable. The theoretical study conducted in this study according to Armstrong and Kotler [28]explains that price is the only element in the marketing mix that generates revenue; all other elements represent costs. Alfian & Noersanti [2]explain that there is no influence between price on consumer satisfaction. This is also supported by research Ramadhan et al. [17]which shows that price has no effect on consumer satisfaction. Differences of opinion expressed by research Tendur et al. [18]and Hutagaol & Erdiansyah [19]explain that price affects consumer satisfaction. Based on this, it is necessary to formulate a hypothesis in this study as follows.

    H2   : Price has a significant effect partially on consumer satisfaction

c.   Brand Image on Consumer Satisfaction

Based on the conceptual framework that the researcher has designed, there is a Brand image variable. The theoretical study conducted in this study according to Daga [30]explains that product image can be defined as a perception that arises in the minds of customers when remembering a brand of a particular product. research by Rusmahafi & Wulandari [20] which shows there is no effect of brand image on consumer satisfaction while according to Taqi & Muhammad [23] there is an influence of brand image on consumer satisfaction. Putra et al. [21] supports the research of Rusmahafi & Wulandari [20]which shows that there is no effect of brand image on consumer satisfaction. Martin & Nasib [22] themselves explain that there is an influence of brand image on consumer satisfaction according to Taqi & Muhammad [23] research. Based on this, it is necessary to formulate a hypothesis in this study as follows.

    H3   : Brand image partially significant effect on consumer satisfaction

d.   Cafe Service Quality on Customer Loyalty

Based on the conceptual framework that the researcher has designed, there is a Cafe Service Quality variable. The theoretical study conducted by the research describes the definition of service quality according to Parasuraman et al. [29]as how far the difference between reality and customer expectations for the services they receive/get. Suhartono and Rahayu [6]and Rusdiyanto and Suranti [7]explain that the service provided by the café has an effect on customer loyalty while research conducted by Agiesta [8]found that the t-test of his research showed that service had no effect on customer loyalty. customer loyalty. Meanwhile, Pradana [9] found that service quality had no effect on customer loyalty. Based on this, it is necessary to formulate a hypothesis in this study as follows.

    H4   : Cafe Service Quality has a significant partial effect on Customer Loyalty

e.   Price on Customer Loyalty

Based on the conceptual framework that the researcher has designed, there is a price variable. The theoretical study conducted in this study according to Armstrong and Kotler [28]explains that price is the only element in the marketing mix that generates revenue; all other elements represent costs. Gea [1]and Alfian [2]explain that price has an effect on customer loyalty while in another study conducted by Sari [3]explaining the negative influence and in research conducted by Pramesti and Chasanah [4] and research by Agustina et al [5] found the same thing, namely price has no effect on customer loyalty. Based on this, it is necessary to formulate a hypothesis in this study as follows.

    H5   : Price has partial significant effect on Customer Loyalty

f.   Brand Image on Customer Loyalty

Based on the conceptual framework that the researcher has designed, there is a Brand image variable. The theoretical study conducted in this study according to Daga [30]explains that product image can be defined as a perception that arises in the minds of customers when remembering a brand of a particular product. Mertha and Respati [10]suggested that brand image can increase customer loyalty. In addition, Suastini and Mandala [11]also found that brand image was able to increase customer loyalty. In addition, the satisfaction variable was able to mediate the influence of brand image on customer loyalty. Mulyana and Sulistyawati [12]found differences in research results where brand image was not able to influence customer loyalty. Based on this, it is necessary to formulate a hypothesis in this study as follows.

    H6   : Brand image has a significant partial effect on Customer Loyalty

g.   Consumer Satisfaction on Customer Loyalty

Based on the conceptual framework that the researcher has designed, there is a variable Consumer Satisfaction. The theoretical study carried out in this study according to Firmansyah [31]describes that consumer satisfaction is a measurement of customers or users of company products or services very happy with the products or services received. Duman [24]explains that consumer satisfaction has no

effect on customer loyalty. Meanwhile, the research by Militina & Achmad [26]explains that there is an influence of consumer satisfaction on customer loyalty. Dewi [25]explained that in her research, using the analysis used, it was found that consumer satisfaction had no effect on consumer loyalty. In contrast to the research by Djunaidi & Umanailo [27], his research explains that there is an influence of consumer satisfaction on customer loyalty. Based on this, it is necessary to formulate a hypothesis in this study as follows.

H7 : Consumer satisfaction has a significant partial effect on Customer Loyalty

h. Cafe Service Quality on Customer Loyalty by Mediation of Consumer Satisfaction

Based on the conceptual framework that the researcher has designed, there is a Cafe Service Quality variable. The theoretical study conducted by the research describes the definition of service quality according to Parasuraman et al. [29]as how far the difference between reality and customer expectations for the services they receive/get. Suhartono and Rahayu [6]and Rusdiyanto and Suranti [7] explain that the service provided by the café has an influence on customer loyalty while research conducted by Agiesta [8]found that the t-test of his research showed that service had no effect on customer loyalty. customer loyalty. Meanwhile, Pradana [9]found that service quality had no effect on customer loyalty. Based on this, it is necessary to formulate a hypothesis in this study as follows.

H8 : Cafe Service Quality has a significant partial effect on Customer Loyalty with the mediation of Consumer Satisfaction

i. Price on Customer Loyalty by Mediation of Consumer Satisfaction

Based on the conceptual framework that the researcher has designed, there is a price variable. The theoretical study conducted in this study according to Armstrong and Kotler [28]explains that price is the only element in the marketing mix that generates revenue; all other elements represent costs. Saneva & Chortoseva [32]and Tendur et al. [18]explain that consumer satisfaction is able to mediate the effect of service quality on customer loyalty. Sugiharto and Wijaya [33]and research by Hartanto and Andreani [34] explain that satisfaction is proven to be able to mediate Cafe Service Quality on customer loyalty. Based on this, it is necessary to formulate a hypothesis in this study as follows.

H9 : Price has a significant effect partially on Customer Loyalty with the mediation of Consumer Satisfaction

j. Brand Image on Customer Loyalty by Mediation of Consumer Satisfaction

Based on the conceptual framework that the researcher has designed, there is a Brand image variable. The theoretical study conducted in this study according to Daga [30]explains that product image can be defined as a perception that arises in the minds of customers when remembering a brand of a particular product. The explanation of Mulyana and Sulistyawati [12]found that satisfaction was able to mediate the influence of brand image on customer loyalty. In contrast to the results of research by Nugraheni et al. [35], they found that satisfaction was not able to mediate the effect of brand image on customer loyalty. Based on this, it is necessary to formulate a hypothesis in this study as follows.

H10 : Brand image has a significant partial effect on Customer Loyalty by mediating Consumer Satisfaction

III. Conclusion

This study uses a theoretical basis by connecting the concept of Marketing Mix Strategy with the conditions of cafe business actors in Jember. the basis for taking a place is also based on the uniqueness of the place where promotions are still applied when looking at the development of conditions and promotions are still difficult to increase customers who come to the cafe. other than that, by adjusting to the pandemic conditions where the purpose of the cafe according to the owner is to attract customers who are comfortable at home to feel the moment again at the cafe after having endured the covid-19 pandemic for so long. The marketing mix strategy which is still relatively new is needed to be tested so that the objectives of this marketing mix strategy can be applied to research as well as to other business actors. In addition, research that tests the marketing mix strategy on business actors is expected to be able to boost the economy, which is still difficult to justify consumer output.

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