

THE ROLE OF SERVICE QUALITY, TRUST AND LOCATION IN INCREASING CAFÉ CUSTOMER REPURCHASE INTENTION

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Article Info

Article history:

Received February 7, 2023

Revised February 28, 2023

Accepted March 1, 2023

Keywords:

Café Senja
Repurchase interest
Location
Service quality
Trust

ABSTRACT

Café is a place to discuss something with a relaxed atmosphere which is currently favored by all groups. Light snacks and drinks are always served in a relaxed atmosphere. The purpose of writing this research is to determine the impact of service quality, consumer trust, and location on repurchasing intentions at Cafe Senja Jember. The number of samples in this study amounted to 100 customers Café Senja Jember. The basis for this sampling is that a regional study can be conducted if the sample ranges from 50 to 100 respondents. Description analysis, reliability test and validity test as well as multiple linear regression analysis were used in this study. The results of the research after using multiple linear regression analysis showed that partially the variables of service quality, consumer trust, and location have a positive influence on the variable of repurchase intention at Cafe Senja Jember. The dominance test shows that the value of the service quality variable is greater than the other variables. The coefficient of determination or R square shows a value of 0.829. This shows that all independent variables (service quality, consumer trust, and location) have a contribution of 82.9% to the dependent variable (consumer repurchase intention) at Café Senja Jember.

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1. INTRODUCTION

In the current era of globalization, lifestyles encourage people to enjoy activities in a relaxed way, for example by hanging out in relaxed places such as coffee shops or known as cafés. Sitting together with colleagues or business partners or the current term for hanging out is a comfortable way to do when tired of the routine of daily activities for Indonesians. Coffee and snacks are suitable friends for those who like to hang out. It's no wonder that in Indonesia there are many places to hang out, both coffee shops and coffee shops, or what is commonly called a coffee shop. Therefore, coffee shop or cafe shop owners are required to always innovate so that café customers are always loyal and will always visit the café every day.

Repurchase intention is a psychological aspect that has a considerable influence on attitudes and behavior and interest is also a source of motivation that will direct someone to do what they do [1]. Repurchase intention basically occurs because of the positive experience felt by the customer so that they will make a repeat purchase in the future. Positive experience of a product or store that continues to occur will be followed by customer repurchasing [2]. An increase in repurchase interest will be directly proportional to the positive experience that customers feel about the product, customers who are happy with the product can be shown by repeat customer visits in the future and will provide recommendations to other customers or these customers re-consume the product the same [3]. Several factors can increase customer repurchase interest in a service, namely service quality, trust and location.

It is imperative that service companies provide the best service to customers in order to survive. According to [4] service quality can be interpreted as a service that focuses on meeting customer needs.

Service quality is one of the factors that can be used to win the competition which is currently increasing in all product lines. Quality of service applies to all types of services provided by the company while the client is in the company. According to [5], service quality can be interpreted as the completeness of the features of a product or service that has the ability to provide satisfaction to a need. According to [6], service quality is an action or action of a person or organization that aims to provide satisfaction to customers or employees. A company must provide the best service to customers, so that customers feel satisfied and feel that all needs can be met. Customers who feel that the need for an item or service is fulfilled in accordance with their wishes, these customers will repurchase the product or service. Several studies on the relationship between service quality and repurchase intention or customer loyalty have been carried out, among others : [7], [8], [9], [10], [11], [12], [13], [14], [15], [16], [17], [18], [19], [20], [21], [22], [23], [24], [25], [26], [27], [28], [29], [30], [11], [31], [32], [33], [34], [35], [36], [37], [38], [39], [40], [41], [42], [43], [44], [45], [45], [38], [40], [46] the result is that service quality has an impact on customer loyalty. While research from [47], [48], [49] states that service quality has no impact on customer loyalty.

The next factor that can also increase customer repurchase interest in products or services that have been purchased is customer trust. Consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits [50]. Trust is generally seen as a fundamental ingredient for the success of a relationship. The success of this relationship is usually between the customer and the service provider. A good relationship between the customer and the service provider occurs if the customer repurchases the product he has experienced. A good relationship can also occur if each service provider provides the best service so that customers will be happy with the products and services provided. According to [2] states that service is a reflection of the comparison between the level of service delivered by the company compared to customer expectations. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves. It is imperative for companies to provide the best service quality in order to survive and remain trusted by customers. According to [4], service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Quality of service applies to all types of services provided by the company while the client is in the company. Many studies have been carried out between trust and customer loyalty, including by: [51], [52], [33], [52], [53], [62], [54]–[61], [63], which states that trust from customers can increase repurchase interest. Based on the theory of trust and loyalty as well as previous research that has been carried out by previous researchers, the second hypothesis (H2), namely: trust has an effect on asking to repurchase.

Location or place is a combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where the strategic location is. Location decisions represent an important part of the strategic planning process in almost every organization. While it may appear that location decisions are a matter of new organization, existing organizations often have a greater stake [5]. According to [64], choosing the right location will minimize short-term and long-term (investment and operational) costs, and will increase the company's competitiveness. A strategic location will be an option for customers to purchase a service or product. Service providers must look for business locations that are easy to reach and strategic. Customers will be happy if the business location has a large and strategic location. Research on the relationship between business location and repurchase intention was carried out by: [65], [66], [67], [68], [69], [70], [71], [72] the result is that location can increase customer loyalty. Based on the theory about business location and customer loyalty as well as previous research, the third hypothesis (H3), namely business location has an impact on repurchase intention.

Based on the theory that has been developed, the chosen research object is Merak Street Number 789, Kedawung Kidul, Gebang, Patrang District, Jember Regency. With the increase in coffee lovers, from now on, there are also many contemporary coffee shops, so it is perfect for hanging out with the closest people, be it relatives, partners or family to fill their free time on weekends. Currently, Cafe Senja is one of the favorite coffee hangout destinations for local people who want to enjoy quality time with their loved ones. The atmosphere of the location can make the visitors relax so that many curious people want to visit immediately.

This cafe not only serves a variety of drinks and snacks, but also presents a place with a beauty that is so enchanting to the eye. Its existence is surrounded by trees and beautiful rice fields which will provide a comfortable atmosphere to relax. For visitors who like to take selfies, they will be spoiled with a place that is made very instagramable so that it is suitable as a photo background. However, this place is often used as a location for pre-wedding photos and also as a wedding venue. There are two places, namely the 1st floor and 2nd floor. The 1st floor is made with a semi-open concept, while the second floor is covered by translucent glass so that visitors can still see the beauty around it.

Cafe Senja Jember, has served quite a lot of consumers, but the visitor data and the number of sales for one year also have sales instability. So that in this study, the researcher found that the research phenomenon was the fluctuating number of visitors and sales at Cafe Senja Jember. So based on the findings of the problem with the object of research, the researcher tries to raise several important variables as a

solution in increasing sales volume, while these variables include service quality, consumer trust and location on repurchase intention.

2. RESEARCH METHOD

The research method used in this research is descriptive and verification method. Through verification research, it can be seen how the influence of service quality, trust and location on consumer repurchase intentions at Café Senja in Jember Regency. The research population is all visitors to Café Senja Jember. The sample in this study were consumers of Café Senja in Jember Regency, by observing and distributing questionnaires for ± 5 consecutive days with ± 1 hour in one study. According to [73] provides a general reference for determining sample size, that a sample size of more than 30 and less than 500 is appropriate for most studies. Referring to the opinion above, the number of samples used in this research was 100 respondents. The sampling technique used in this research is judgment sampling. According to [74] judgment sampling is a sampling technique accompanied by certain considerations, namely: consumers who have visited Café Senja Jember and consumers who are at least > 17 years old. Data analysis uses validity and reliability tests for measuring instruments. And to test the hypothesis using multiple linear regression analysis.

3. RESULTS AND ANALYSIS

3.1. Validity Test

Validity indicates the extent to which a measuring instrument is capable of measuring what is being measured in a study. The questionnaire in this study also had to be tested for validity, if the questionnaire was valid then it could be used as a data collection instrument, otherwise if the questionnaire after being tested for validity showed it was invalid then the questionnaire was not able to provide information for this research. Item scores are viewed as X values and total scores are viewed as Y. The results of the study depend on the quality of the data being analyzed and the instrument used to collect research data. The instrument in this study is a questionnaire, so that the data obtained from respondents will be tested for the quality of the data by using a validity test. and reliability. The results of the validity test are presented in Table 1 to Table 4.

Table 1. Service Quality Validity Test Results (X1)

No	Indicator	R Count	R Table	Result
1	X _{1.1}	0,480	0,1975	Valid
2	X _{1.2}	0,701	0,1975	Valid
3	X _{1.3}	0,818	0,1975	Valid
4	X _{1.4}	0,747	0,1975	Valid
5	X _{1.5}	0,724	0,1975	Valid

Table 2. Hasil Uji Validitas Kepercayaan Konsumen (X₂)

No	Indicator	R Count	R Table	Result
1	X _{2.1}	0,778	0,1975	Valid
2	X _{2.2}	0,545	0,1975	Valid
3	X _{2.3}	0,805	0,1975	Valid
4	X _{2.4}	0,781	0,1975	Valid

Table 3. Location Validity Test Results (X3)

No	Indicator	R Count	R Table	Result
1	X _{3.1}	0,790	0,1975	Valid
2	X _{3.2}	0,743	0,1975	Valid
3	X _{3.3}	0,659	0,1975	Valid
4	X _{3.4}	0,562	0,1975	Valid

Table 4. Results of the Validity Test of Repurchase Interest (Y)

No	Indicator	R Count	R Table	Result
1	Y ₁	0,922	0,1975	Valid
2	Y ₂	0,731	0,1975	Valid
3	Y ₃	0,918	0,1975	Valid

Based on the data in Tables 1 to 4, the results obtained are that all research variables consisting of service quality, trust and location and repurchase intention have a value of $r > r_{table}$ so that all indicators have high validity.

3.2. Reliability Test

Reliability is the level of confidence in the results of a measurement. Measurements that have high reliability, namely measurements that are able to provide reliable measurement results (reliable). Theoretically the magnitude of the reliability coefficient is around 0.00 to 1.00, but in reality the coefficient of 1.00 has never been achieved in measurement, because humans as research subjects are a potential source of error. This study measured reliability with the help of the SPSS 22 for Windows 10 program using the Cronbach's Alpha method, where the questionnaire was said to be reliable if the Cronbach's Alpha value was greater than 0.60. Recapitulation of the questionnaire items from the reliability test results is presented in Table 5. The calculation results show that the reliability value of all variables is more than 0.60. Thus the measuring tool in the form of a questionnaire can be said to be reliable. The calculation results show that the reliability value of all variables is more than 0.60. Thus the measuring tool in the form of a questionnaire can be said to be reliable.

Table 5. Recapitulation of Reliability Test Results

Category	Cronbach's Alpha	Cut Off Value	Result
Service Quality (X_1)	0,845	0,60	Reliable
Trust (X_2)	0,845	0,60	Reliable
Place (X_3)	0,814	0,60	Reliable
Repurchase Intention (Y)	0,906	0,60	Reliable

3.3. The Coefficient of Determination (R^2)

Knowing the ability of the independent variable to explain the dependent variable is the use of the coefficient of determination. The amount of determination can be known in R square and expressed as a percentage. The value of the coefficient of determination contribution of the independent variable service quality, consumer trust, location to the dependent variable repurchase intention is 82.9%. This means that the remaining 17.1% is influenced by other factors not included in the study.

3.4. Discussion

3.4.1. The Effect of Service Quality on Repurchase Intention

The results of the analysis that has been carried out show that service quality has a significant positive effect on repurchase intention. Based on these tests, it can be concluded that the first hypothesis states that there is a partial effect between service quality and consumer repurchase interest at Cafe Senja Jember. These results indicate that if the consumer's perception of service quality increases, the intention to repurchase will also increase, and conversely if the consumer's perception of service quality decreases, the intention to repurchase will also decrease. Service quality is the dominant variable and has a positive effect on consumer buying interest. The results of the study show that consumers of Cafe Senja Jember consumers have felt good service quality.

3.4.2. Effect of Consumer Trust on Repurchase Intention

The results of the analysis that has been carried out show that consumer trust has a significant positive effect on repurchase intention. Based on these tests, it can be concluded that the first hypothesis which states that there is a partial effect between consumer trust and consumer repurchase interest at Cafe Senja Jember is accepted. These results indicate that if the consumer's perception of consumer trust increases, the repurchase intention will also increase, and conversely if the consumer's perception of consumer trust decreases, the repurchase intention will also decrease. Consumer trust is the dominant variable and has a positive effect on repurchase intention. The results of the study show that respondents at Cafe Senja Jember have experienced an attractive consumer trust.

3.4.3. The Effect of Location on Repurchase Interest

The results of the analysis that has been carried out show that location has a significant positive effect on repurchase intention. Based on these tests, it can be concluded that the first hypothesis which states that there is a partial effect between location and consumer repurchase interest at Cafe Senja Jember is accepted. These results indicate that if the consumer's perception of the location increases, the intention to repurchase will also increase, and conversely if the consumer's perception of the location decreases, the intention to repurchase will also decrease. Location is the most dominant variable affecting repurchase intention. The results of the study show that respondents at Cafe Senja Jember have felt a strategic location.

4. CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the results of the research conducted, the conclusions can be described as follows.

- a. The variable of service quality has a significant effect on the intention to repurchase at Café Senja Jember.
- b. The variable of consumer trust has a significant effect on repurchase intention at Café Senja Jember.
- c. The location variable has a significant effect on the intention to repurchase at Café Senja Jember.
- d. The variables of service quality, consumer trust and location have a significant effect on the intention to repurchase at Café Senja Jember.

Suggestion

Based on the results of the research and discussion in this study, the following suggestions can be given.

- a. It is recommended for Café Senja Jember to continue to improve its services, both in terms of the products offered and services from employees to consumers. The form of service that should be noted is the repair of parking facilities and the addition of toilet facilities.
- b. One form of effort to increase consumer confidence by providing consistent service both in terms of food serving time and taste consistency.
- c. For further research, it is hoped that this research can be further refined, for example by adding other variables outside of this research so that it is more useful, such as promotion and loyalty as well as consumer satisfaction.

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