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The Influence of Service Quality and Experience Quality on Perceived Value and Their Impact on Attitudes and Loyalty of Coffee Shop Visitors in Yogyakarta, Indonesia

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Abstract:

This study aims to determine the effect of service quality and experience quality on value perceptions and their impact on attitudes and loyalty of coffee shop visitors in Yogyakarta. The population in this study consisted of consumers who visited coffee shops, all of which were located in the Yogyakarta area. Data was collected using an online survey using Google Forms. In this study, the respondents used were 195 people. Statistical analysis in this study used SPSS version 17 and AMOS version 24. Based on the results of the study, service quality had a negative and insignificant effect on coffee shop visitors in Yogyakarta. The quality of experience has a positive and significant effect on the perception of the value of coffee shop visitors in Yogyakarta. Perceived value has a positive and significant effect on the attitudes of coffee shop visitors in Yogyakarta. Perceived value also has a positive and significant effect on the loyalty of coffee shop visitors in Yogyakarta. Meanwhile, the attitude has a positive and insignificant effect on the loyalty of coffee shop visitors in Yogyakarta.

Keywords: Service quality, experience quality, value perception, attitude, loyalty, coffee shop

1. Introduction

Recently, a coffee shop has become one of the most popular businesses these days in Indonesia. One of them is in Yogyakarta. Therefore, it is not surprising that nowadays, many coffee shops have sprung up. The main reason is that so many youths, students, office workers, and businessmen need a good place to complete college assignments, work, do business activities, do business online, or just relax and have fun by hanging out with their friends or by themselves. Therefore, a lot of marketers make the experience factor an important thing by applying it well (Oh, Yoo, and Lee, 2019).

The increasingly widespread business in this field has an impact. From year to year, Indonesia has increased the percentage of coffee consumption based on data reported by the International Coffee Organization (ICO) from 2017-2021. Each period has increased with a Compound Annual Growth Rate (CAGR) of 1.7%. Although the increase in coffee consumption is fantastic, not all service providers feel the same impact. Not all coffee shops get the same number of visitors. Many are empty, even out of business, although the coffee blend is very good. In a competitive era, the quality of a product or service will not be enough to become a sustainable competitive advantage in the service industry. So the service providers must pay attention to quality and consumer experience.

Service quality is one of the main marketing priorities because it requires consumer loyalty, such as repurchases and word-of-mouth promotions (Ryu, Lee, and Kim 2012). Service quality is a comparison between consumer expectations for the services offered and perceptions of the services that are actually received (Yarimoglu, 2014), and service quality is one of the determining factors for the success of service companies (Slack, Singh, Lata, Mudaliar, and Swamy, 2020). Service quality measures the functional aspects of service delivery, and the evaluation is based on attributive and focused on the external service environment.

Currently, managers have realized that service quality alone is no longer a sustainable advantage in the service industry in today's highly competitive era. Experience quality plays an important role in creating the perceived value of the brand. It demonstrates the need to provide not only a good product and quality service but also an unforgettable experience. Experience quality is the customer's affective response, which makes it subjective, and the focus of the evaluation is internal from a more holistic perspective (Oh, Yoo, and Lee, 2019).

Service providers should understand the consumer's will if they want to win the competition and not be abandoned by consumers. However, unfortunately, not all service providers are sensitive or understand consumer desires and the progress of the times and technology. Currently, a few types of research in the coffee shop sector discuss experience quality, and a few types of research combine aspects related to experience to understand consumer behavioral

intentions (Oh, Yoo, and Lee, 2019). Therefore, based on some of the problems above, the author wants to examine the *influence of service quality and experience quality on perceived value and their impact on the attitudes and loyalty of coffee shop visitors in Yogyakarta*.

2. Literature Review and Hypotheses Development

2.1. Service Quality and Perceived Value

Service quality is a comparison between consumer expectations of the services offered, and consumer perceptions of the services actually received (Slack *et al.*, 2020). There are three strong components of service quality provided to consumers: food quality, employee service quality, and physical environment quality (Oh, *et al.*, 2019).

In various studies by Ryu, Lee, and Kim (2012) conducted in a restaurant, it was found that the physical environment and food quality were significant predictors of consumers' perceived value. Meanwhile, in another research by Oh, Yoo, and Lee (2019) conducted in coffee shops in Korea and America, if the calculations are combined, the only effect is the quality of food, while the dimensions of employee quality and the quality of the physical environment are not significant. However, when the research was conducted separately in America and Korea, the research conducted in Korea shows that only the quality of the physical environment is significant. In contrast, in America, it shows that the overall dimensions of the service quality variable have a significant effect on perceived value. Research by Slack, Singh, Lata, Mudaliar, and Swamy (2020) said that only the food quality and physical environment quality were significant to consumers' perceived value perceptions. So, this research has proposed a hypothesis.

- H1: Service quality has a positive and significant effect on the perceived value of cafe visitors in Yogyakarta.

2.2. Experience Quality and Perceived Value

Experience quality is a consumer's affective response, which makes it subjective, and the focus of the evaluation is internal from a holistic perspective (Oh, *et al.*, 2019). Otto and Ritchie (1996) revealed that experience quality has four dimensions that can be considered:

- Hedonic,
- Peace of mind,
- Recognition, and
- Involvement

However, this study did not include the involvement dimension because it was considered inappropriate.

A study by Wu and Li (2017) conducted at the Macau historical center showed that experience quality positively affected perceived value. Likewise, a study by Naehyun, Sangmook, and Hyuckgi (2015), found that experience quality significantly positively affects perceived value. Data were collected at water parks in South Korea. Meanwhile, research conducted by Oh, Yoo, and Lee (2019) found that experience quality affects perceived value in a study that combines research in America and Korea. This study shows that hedonism and recognition have a significant effect, while peace of mind is rejected. Research in Korea and America shows that in American studies, the results are the same as globally. Meanwhile, research conducted in Korea showed that only hedonism had a significant effect, while recognition and peace of mind were rejected. So, this research has proposed a hypothesis.

- H2: Experience quality positively and significantly affects the perceived value of cafe visitors in Yogyakarta.

2.3. Perceived Value and Attitude

Attitude is an evaluation made by consumers, both favorable and unfavorable, emotional feelings, and long-lasting action tendencies toward some object or idea due to the consumer's feelings (Kotler & Keller, 2016). A study conducted by Oh, Yoo, and Lee (2019) in coffee shops in Korea and America shows that research on the effect of perceived value on cafe visitor attitudes was rejected. On the other hand, research conducted by Hsu, Chang, and Lin (2018) shows that perceived value significantly affects consumer attitudes. Likewise, a study by Arora and Agarwal (2019) revealed that perceived value positively affected consumer attitudes towards social media advertising. So, this research has proposed a hypothesis.

- H3: Perceived value has a positive and significant effect on the attitudes of cafe visitors in Yogyakarta.

2.4. Perceived Value and Loyalty

When visitors feel the perceived value is in accordance with what they want, they are likely to become loyal consumers by giving recommendations to others (Kusumawati & Rahayu, 2020). In a study by Oh, Yoo, and Lee (2019) conducted at coffee shops in Korea and America, it was shown that the effect of perceived value on cafe visitor loyalty was rejected. A research conducted by Porral and Mangin (2017) revealed that perceived value has a strong significant effect on loyalty. This is also supported by research conducted by Nikhashemi, Tarofder, Gaur, and Haque (2016), stating that perceived value plays an important role in influencing consumer loyalty in supermarkets. So, this research has proposed a hypothesis.

- H4: Perceived value has a positive and significant effect on the loyalty of cafe visitors in Yogyakarta.

2.5. Attitude and Loyalty

A consumer can be called a loyal customer if they repurchase the product. Besides that, a consumer must have a positive attitude towards it (Chuah & Ramayah, 2014). Research conducted by Mafe, Parrreno, and Blas (2014) shows that attitude emerged as a key variable in increasing loyalty to fan pages. On the other hand, research conducted by Oh, Yoo,

and Lee (2019) in coffee shops in Korea and America shows that the effect of attitudes on cafe visitor loyalty was rejected. However, based on the results of the structural model, it said that attitudes toward visitor loyalty cafes have a significant positive effect. So, this research has proposed a hypothesis:

- H5: Attitude has a positive and significant effect on the loyalty of cafe visitors in Yogyakarta.

2.6. Proposed Model

The following is the model used in this study; the model includes concepts such as service quality, experience quality, perceived value, attitude, and loyalty.

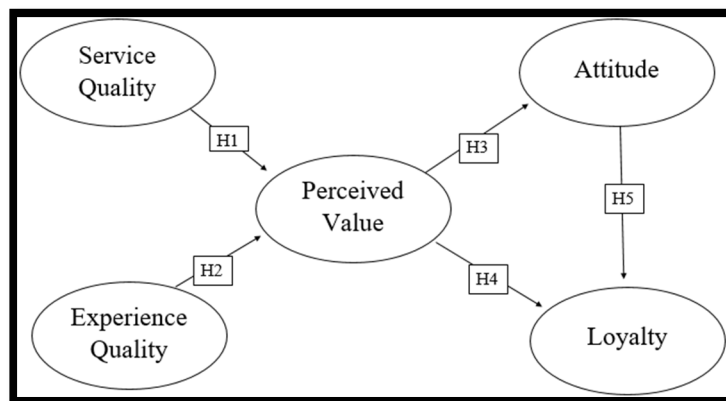


Figure 1: Research Framework
Source: Primary Data Processing

3. Research Methodology

3.1. Survey Instruments

An online survey was used in this study. The draft questionnaire was developed based on previous literature and modified to suit the coffee shop context. Before distributing the questionnaire as a whole, the researcher conducted a pilot study which was conducted on the first 40 correspondents used to test the validity and reliability of the items.

The survey consists of two parts. Section 1 asks about respondents' demographics, including gender, age, education, occupation, and monthly income/pocket allowance. Part 2 asks respondents to rate service quality, experience quality, perceived value, attitude, and loyalty to the coffee shop they visit. The measurement of the value of the questions on the research questionnaire uses a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

3.2. Sampling and Data Collection

The survey was conducted at a coffee shop in Yogyakarta. The research sample consisted of customers who visited coffee shops in Yogyakarta. Data were collected through an online survey using Google forms. Respondents in this study amounted to 200. However, 5 responses were unable to use. So a total of 195 responses were used.

4. Result

4.1. Demographics of Respondents

The demographic profile of respondents is examined. Among the 195 usable responses, 68.21% were females, and 31.79% were males. In terms of education level, 11.28% had a senior high school education, 73.85% had a bachelor's/diploma last education, and 14.87% had a master's degree. In terms of age, 3.08% were aged 15-20 years, 31.79% were aged 21-25 years, 49.23% were aged 26-30 years, 13.33% were aged 31-35 years, and 2.56% were aged more than 36 years old. In terms of occupation, 5.13% are students, 18.97% are university students, 10.77% work as BUMN/PNS employees, 34.36% proceed as private employees, 29.74 % work as entrepreneurs, and 1.03% work as housewives. Moreover, in terms of income or monthly expenses, 4.10% is less than Rp. 1,000,000, 23.08% were Rp. 1,000,001 – Rp. 3,000,000, 34.36% were Rp. 3,000,001 – Rp. 6,000,000, 28.21% were IDR 6,000,001– IDR 10,000,000, and 10.26% more than IDR 10,000,001.

4.2. Measurement Model

This research model generally consists of 2 exogen variables and 3 endogen variables. The exogen variables used in this study are:

- Service quality (KL), and
- Experience quality (KP).
- The endogen variables used in this study are:
- Perceived value (PN),
- Attitude (SK), and

- Loyalty (LYT)

The next step was to develop causal relationships with path diagrams and construct structural equations by connecting endogen and exogen latent constructs and determining the model, namely connecting endogen and exogen latent constructs with the indicator or manifest variables. Then test the normality data by observing the value of the *Critical Ratio (CR)* of the data used. If the multivariate data value is in the range of ± 2.58 , the research data can be said to be normal. The result shows that the multivariate CR value is 2.081, which means it can be said to be normally distributed.

Then look at the outliers evaluated using an analysis of *multivariate outliers* seen from the *Mahalanobis Distance value*, which is calculated using the chi-square value on the *degree of freedom* of 30 indicators at the level of $p < 0.01$ with reference to the chi-square table, the chi-square value is found to be 50.59. The result of *outliers* analysis on the highest value of Mahalanobis d Square is 49,794, so it does not exceed the value of c-square. From these results, it can be concluded that there are no outliers in the data.

Furthermore, a confirmatory analysis was carried out to test the concept that was built using several measurable indicators. In the confirmatory analysis, the first thing to look at is the loading factor value of each indicator. This is done to see whether the questionnaire questions are valid or not. According to Hair *et al.* (2010), the minimum number of factor loading is 0.5. The results show that there is 1 indicator that is not valid, namely KL1, and must be dropped from the analysis. Furthermore, a reliability test was also carried out in the confirmatory test. The reliability coefficient ranges from 0-1, so the higher the coefficient (closer to number 1), the more reliable the measuring instrument is. Construct reliability is good if the *construct reliability value* is > 0.7 and the *variance extracted value* is > 0.5 (Yamin & Kurniawan, 2009). All indicators in this study already have a *loading factor value* of more than 0.5, so it can be concluded that all indicators in this study are valid. Construct reliability of all variables has shown to be more than 0.7. As for the variance extracted in this study, each variable has a value of more than 0.5. So it can be concluded that the questionnaire used for this research is declared reliable.

Variable	Indicator	Loading Factor	Loading Factor Square	Error	Construct Reliability	Variance Extracted
Perceived Value	PN3	0.835	0.697	0.303	0.9	0.7
	PN2	0.757	0.573	0.427		
	PN1	0.841	0.707	0.293		
Attitude	SK1	0.639	0.408	0.592	0.8	0.6
	SK2	0.839	0.704	0.296		
	SK3	0.751	0.564	0.436		
	SK4	0.776	0.602	0.398		
Loyalty	LYT1	0.834	0.696	0.304	0.9	0.7
	LYT2	0.843	0.711	0.289		
	LYT3	0.879	0.773	0.227		
Service Quality	KL2	0.814	0.663	0.337	1.0	0.7
	KL3	0.827	0.684	0.316		
	KL4	0.832	0.692	0.308		
	KL5	0.886	0.785	0.215		
	KL6	0.86	0.740	0.260		
	KL7	0.825	0.681	0.319		
	KL8	0.856	0.733	0.267		
	KL9	0.829	0.687	0.313		
	KL10	0.878	0.771	0.229		
	KL11	0.874	0.764	0.236		
Experience Quality	KP1	0.851	0.724	0.276	1.0	0.7
	KP2	0.719	0.517	0.483		
	KP3	0.876	0.767	0.233		
	KP4	0.86	0.740	0.260		
	KP5	0.86	0.740	0.260		
	KP6	0.798	0.637	0.363		
	KP7	0.827	0.684	0.316		
	KP8	0.83	0.689	0.311		
	KP9	0.824	0.679	0.321		

Table 1

4.3. Structural Model

Furthermore, the conformity test of the confirmatory model was tested using the *Goodness of Fit Index*. The following research model was used after doing model modification by referring to the *modification index table* by providing a covariance relationship or eliminating indicators that have a high MI (Modified Index) value. The final diagram path analysis is shown in figure 2.

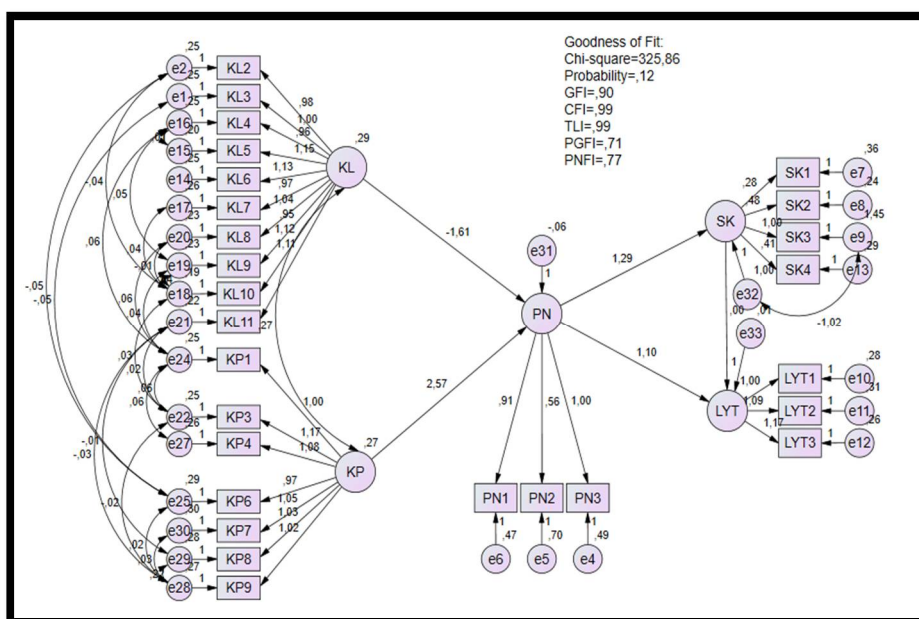


Figure 2: Final Diagram Path Analysis
 KL= Service Quality, KP= Experience Quality, PN= Perceived Value, SK=Attitude, LYT=Loyalty
 Source: Processed Primary Data

The regression weight test of this study is shown in table 2.

			Estimate	SE	CR	P	Information
PN	<---	KL	-1,605	1.039	-1,545	,122	Negative, not significant
PN	<---	KP	2,571	1.109	2,318	0.020	Significantly positive
SK	<---	PN	1,289	,164	7,882	,000	Significantly positive
LYT	<---	PN	1,102	,150	7,360	,000	Significantly positive
LYT	<---	SK	,003	,031	,100	,920	Positive, not significant

Table 2: Regression Weight Test Result
 Source: Processed Primary Data

From the table, it can be concluded that:

- CR value -1.545 < 1.96 and P value*** > 0.05. So it can be concluded that Service Quality (KL) has a negative and insignificant effect on Perceived Value (PN) for coffee shop visitors in Yogyakarta. In other words, the H1 of this study is not supported.
- CR value 2,318 > 1.96 and P value *** < 0.05. So it can be concluded that Experience Quality (KP) has a positive and significant effect on Perceived Value (PN) for coffee shop visitors in Yogyakarta. In other words, H2 of this study is supported.
- CR value 7.882 > 1.96 and P value *** < 0.05. So it can be concluded that Perceived Value (PN) has a positive and significant effect on the Attitude (SK) of coffee shop visitors in Yogyakarta. In other words, H3 of this study is supported.
- CR value 7,360 > 1.96 and P value *** < 0.05. So it can be concluded that Perceived Value (PN) has a positive and significant effect on Loyalty (LYT) for coffee shop visitors in Yogyakarta. In other words, H4 of this study is supported.
- CR value .100 < 1.96 and P value *** > 0.05. So it can be concluded that Attitude (SK) has a positive and insignificant effect on Loyalty (LYT) for coffee shop visitors in Yogyakarta. In other words, the H5 of this study is not supported.

5. Discussion, Conclusion, and Managerial Implication

This study aims to determine the effect of service quality and experience quality on perceived value and its impact on attitudes and loyalty of coffee shop visitors in Yogyakarta. From the results of this study, it is known that the service quality of coffee shop visitors as a whole has a negative and insignificant effect on perceived value. This is almost the same as the previous research conducted by Oh, Yoo, and Lee (2019) in coffee shops in Korea and America. If the calculations are combined, some dimensions of the service quality variable on the perceived value of the first hypothesis have a significant effect on value perception. This dimension affects only food quality, while the dimensions of employee service quality and physical environment quality are insignificant. However, when the research is conducted separately between America and Korea, it shows different things. Research conducted in Korea shows that only the physical environment quality is significant. In the context of a coffee shop, the coffee shop manager must pay attention to service quality. So the visitors can feel satisfied and comfortable, and visitors can have a good perception of the coffee shop.

The experience quality has a positive and significant effect on the perceived value of coffee shop visitors as a whole. This is in line with previous research by Wu and Li (2017) and Naehyun, Sangmook, and Hyuckgi (2015), which state that experience quality has a positive and significant effect on perceived value. In a study conducted by Wu and Li (2017), it was shown that it aims to identify the dimensions of experience quality and examine the interrelationships between experience quality, perceived value, heritage image, experience satisfaction, and behavioral intentions to tourists. Analysis of data from 427 tourists at the Macau Historical Center shows that the proposed model fits the data well. The results show that there are four main dimensions and 10 sub-dimensions of the quality of experience perceived by heritage tourists. In the context of the coffee shop business, when the coffee shop manager can provide a good experience quality for its visitors, both in terms of hedonics, peace of mind, and recognition of coffee shop visitors, the visitor's perception of the coffee shop's value becomes higher.

The overall perceived value of coffee shop visitors also has a positive and significant effect on the attitudes of coffee shop visitors. This is in line with previous research by Hsu, Chang, and Lin (2018), showing that perceived value has a significant positive effect on consumer attitudes. The research was conducted on organic food and conventional food (non-organic and non-genetically modified food) under the influence of corporate social responsibility (CSR) for environmental protection in the context of global warming and frequently occurring food safety issues seen from the consumer's point of view. This is also supported by research conducted by Arora and Agarwal (2019). The study also states that perceived value positively affects consumer attitudes by viewing advertisements on social media. In the context of the coffee shop, the coffee shop manager must pay attention to the perception of the value possessed by visitors to the coffee shop. It can be seen from the attitude possessed by visitors while visiting the coffee shop, such as feeling interested in the cafe, providing value, and being useful and fun for coffee shop visitors.

The overall perceived value of coffee shop visitors also has a positive and significant effect on the loyalty of coffee shop visitors. This is in line with previous research by Porral and Mangin (2017), which revealed that perceived value has a strong significant effect on loyalty to two types of consumers, namely, high-quality perceptions (HPQ) and low-quality perceptions (LPQ). The study proposed and empirically tested a conceptual model of the effect of perceived product quality from store brands on perceived value and purchase intention. This is also supported by research conducted by Nikhashemi, Tarofder, Gaur, and Haque (2016), which found that perceived value plays an important role in influencing consumer loyalty. In this study, it was found that perceived functional values, as well as perceived symbolic values, were the main predictors of hypermarket visitor brand loyalty. In the context of a coffee shop, the coffee shop manager must pay attention to the perception of the value possessed by visitors to the coffee shop. It is seen in the loyalty possessed by visitors, such as:

- Preferring the cafe to other places, and
- Showing intention to revisit and tell others about their pleasure in this place

The overall attitude of coffee shop visitors also has a positive and insignificant effect on the loyalty of coffee shop visitors. The research conducted by Kim et al. (2016) also showed that the relationship between attitude and loyalty was not significant. Attitude predicts loyalty but will not do it accurately. In the study, it was conducted by measuring the future behavior of tourists from a longitudinal rather than only from a cross-sectional perspective conducted in the hospitality industry. It is still possible that visitors can switch even though they are satisfied with the services provided. This may be due to the search for novelty that is being discussed by others, seeking convenience, competitive action, or because of price considerations. In the context of a coffee shop, the coffee shop manager must pay attention to several things that can make visitors have loyalty to the coffee shop by providing good service and being friendly so that visitors feel comfortable and have a desire to revisit again.

6. Limitation and Future Research

This study still has limitations. First, this research is limited to the role and influence of service quality, experience quality on perceived value, and their effect on attitude and loyalty in coffee shops in Yogyakarta. Other factors that influence these variables are considered constant or ignored for a while on the grounds that they will only test how much influence service quality and experience quality have on perceived value and their effect on the attitude and loyalty of coffee shop visitors in Yogyakarta.

Second, all the objects of this research were carried out in several coffee shops in Yogyakarta. In the future, similar research should be carried out with coffee shop objects in other big cities in Indonesia or can be carried out with different objects and in different cities.

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