

The Influence of Service Quality and Customer Satisfaction on Switching Intention *Kopi JanjiJiwa* Sunter Jakarta Utara

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Keywords: Service Quality, Customer Satisfaction, Switching Intention.

Abstract: *Coffee "JanjiJiwa" original coffee shop from Indonesia and occupies the first survey of Indonesian coffee shops by the Top Brand Index . Success and marketing strategies are needed to occupy the Top Brand Index position , in fact not all coffee shops pay attention to customer satisfaction and service being the main marketing priority, a sign of coffee shop quality attracting consumers, and the occurrence of consumer buying shifts. The purpose of this study is to determine and explain the effect of service quality on the switching intention of "Kopi JanjiJiwa" Sunter, North Jakarta and the effect of customer satisfaction on the switching intention of "Kopi JanjiJiwa" Sunter, North Jakarta. Explanatory research quantitative research method . Questionnaire data collection with a Likert scale . SmartPLS (Partial Least Squares) data analysis. The results of the study show that service quality has a positive effect on Switching Intention, if consumers are satisfied with the service then consumers will try to minimize the occurrence of switching intention or when consumers are given consideration there will be no switching to another service provider, meaning that the more services provided by consumers, the more services they provide.*

1 INTRODUCTION

“JanjiJiwa” coffee shop is one of the *coffee shops* in Indonesia. “JanjiJiwa” is an original Indonesian coffee owned by PT. Luna Narayan Boga, which was first founded by Billy Kurniawan, became a business owner in 2018. Since its inception, *Kopi "JanjiJiwa"* has created its own delicious coffee brand and uses its classic taste for coffee lovers in Indonesia. *Coffee shop* success is inseparable from the performance of PT. Luna Narayan Catering markets its products. Among the many coffee shop brands on offer, “JanjiJiwa” ranks first in the Indonesian coffee shop survey by the Top Brand Index. In addition, there needs to be a good marketing strategy, in maximizing the existing market potential for the “JanjiJiwa” *Coffee shop* . In fact, not all *coffee shops* pay attention to customer satisfaction. Customer satisfaction has become one of the main priorities in marketing because as a significant determinant of repeat sales, positive words about the satisfaction of enjoying coffee by word of mouth will make customers in coffee shops more interested in it. Every consumer has different preferences for eating and drinking. If the restaurant provides diverse or varied dishes, it will make it easier for the *coffee shop* to attract consumers.

Coffee shops can function as a sign of the quality of the shop, attracting consumer buying intentions, including the occurrence of consumer buying movements.

2 LITERATURE REVIEW

2.1 Quality of Service

The *servqual* method is a method that is often used to measure service quality, in the *servqual method* there are 5 *servqual* dimensions that most determine service quality, namely (Giam and Riza, 2016):

- a) *Tangibles* (physical evidence): physical facilities, and appearance of personnel.
- b) *Empathy* (empathy): the company's concern and concern for customers.
- c) *Responsiveness* (responsiveness): the company's desire to help customers and promise the right thing.
- d) *Reliability* (reliability): the company's ability to keep promises and be reliable

- e) *Assurance* (assurance): knowledge and friendliness of the personnel and the ability to create opinions to be trusted by customers.

2.2 Customer Satisfaction

The indicators used to measure Customer Satisfaction are as follows (Jaya, 2018):

- Quality of service provided: Not only products, the company's service to customers must also be considered. Customers will feel satisfied if the company provides good, friendly, and satisfying service.
- Product price: Another customer satisfaction factor is the price of the products we sell. Customers will feel satisfied, if the price of the product offered is affordable.
- Ease of accessing products: Apart from price, ease of accessing products is another factor in customer satisfaction. Customers really want the product to be purchased or obtained in an easy way.
- How to advertise a product: Advertising is very helpful to promote your product. In addition, advertising can also be one of the determinants of customer satisfaction.

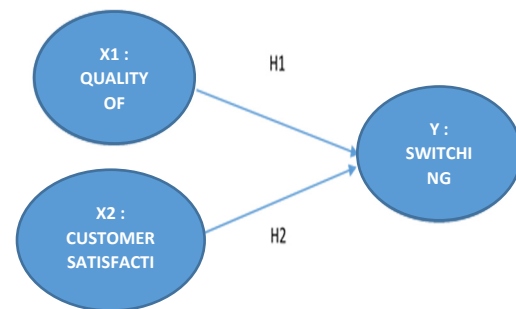
2.3 Switching Intention

According to (Haryanto, 2013) there are three types of intentions, namely as follows:

- Intentions as expectations, namely the expectations that arise in a person to do something.
- Intention as a desire, namely the desire in a person to do something.
- Intention as a plan, namely someone's plan to do something.

2.4 Conceptual Basis of Research Variables

A concept is an abstraction or picture that is built by generalizing an understanding. Concepts cannot be observed, cannot be measured directly. In order to be observable the concept must be described in the variables. For example, the concept of natural science is clearer and more concrete, because it can be known with the senses. Conceptual framework Variables are a form of process from the whole process of this research, namely:



Source: Processed by Researchers

Figure 1: Research Variable Framework.

2.5 Hypothesis

Based on the formulation of the problem, the hypothesis is:

- Ho : Service quality does not have the ability to have a positive influence and does not have a significant ability to Switching Intentions in Kopi JanjiJiwa Sunter.
H1: Service quality has the ability to have a positive and significant effect on Switching Intention of Kopi Jiwa Jiwa Sunter.
- Ho : Customer satisfaction does not have the ability to have a positive and significant effect on Switching Intention of Kopi Jiwa Jiwa Sunter.
H1: Customer Satisfaction has the ability to have a positive and significant effect on the Switching Intention of Kopi JanjiJiwa Sunter.

3 METHOD

3.1 Type of Research, Time and Location of Study

This research is quantitative research with explanatory research. According to Sugiyono (2017: 6) that: "*explanatory research* is a research method that intends to explain the position of the variables studied and the influence between one variable and another". This research was conducted for 3 (three) months located in Kopi JanjiJiwa Sunter.

3.2 Population and Sample

The population in this study are all users or consumers of PromiseJiwa Sunter Coffee, North Jakarta. It is not known how many people from a large proportion of the population in North Jakarta, because researchers do not know for sure the rise and fall of

the number of visitors to the PromiseJiwa Sunter Coffee consumers in North Jakarta every day. Therefore, the researcher used the calculation using the Lemeshow (1990) formula (Lemeshow et al., 1990) . The result of the formula calculation is that the sample size is 96.04 then rounded up to 97 respondents. Sampling technique. This research uses *purposive sampling* with consideration of consumers who have shopped more than 2 times at Kopi JanjiJiwa Sunter, North Jakarta.

3.3 Data Source

The primary data in this study were obtained directly from the main source of respondents or consumers of Kopi JanjiJiwa Sunter, North Jakarta by distributing questionnaires through *Google Form* . The second source, secondary data as additional material comes from journals, internet data, and *Google Scholar and E-books*.

3.4 Data Collection Techniques

This study used a questionnaire with a Likert scale of 1 = strongly disagree (STS), 2 = disagree (TS), 3 = neutral.

(N), 4 = Agree (S), 5 = strongly agree (SS). Deployment is done using Google Forms.

3.5 Data Analysis Method

Data processing uses a variant-based SEM (*Structural Equation Modeling*) model or *PLS-Path Modeling*.

3.5.1 Validity Test

The outer model test aims to specify the relationship between latent variables and their indicators. The outer model test uses the help of the PLS Algorithm procedure. The analysis phase of the outer model is measured using validity and reliability testing. Based on *the Rule Of Thumb Convergent Validity Test* , *Outer Loading* = > 0.7 Chin (1995) in research (Hassanah, 2021).

3.5.2 Reliability Test (Outer Models)

To measure the questionnaire said to be reliable or reliable from the respondents' answers, a method of measuring reliability is needed based on the opinion of Chin (1995), the parameter of Cronbach's Alpha Rule Of Thumb = 0.6 (Hassanah, 2021).

3.5.3 Path Coefficient (Inner Model)

Inner model is a structural model to predict causal relationships between latent variables. Through the process *bootstrapping* , with a *T-statistical* test scale to predict a cause-and-effect relationship between variables. RSquares value 0.67; 0.33 and 0.19 for *endogenous* latent variables in the structural model indicate a strong, moderate, and weak model.

3.5.4 Coefficient of Determination Hypothesis Testing (R2)

The coefficient of determination (R2) is essentially to measure how far the ability of the model to explain the dependent variables.

3.6 Hypothesis Test

In this study, it was obtained by data collection techniques which would then be processed according to the type of data, after which it was provided in the form of tables and figures on statistical methods. Hypothesis testing between research variables can be seen from the P value and T statistics. If the T statistic value shows a number above 1.96 then the effect is significant or if the P value is below 0.05 the effect is significant.

4 RESULTS AND DISCUSSION

4.1 Characteristics of Respondents

4.1.1 Respondents by Gender

Based on the results of the study, the characteristics of respondents based on gender can be seen from the following table:

Table 1: Respondents by Gender.

Gender	Total Percentage	Number of Respondents
Man	42.20%	40 people
Woman	58.80%	57 People

Source: Google Form, processed by Researchers, 2022

4.1.2 Respondents by Age

Based on the research results Characteristics of Respondents by Age can be seen from the following table:

Table 2: Respondents by Age.

Age	Total Percentage	Number of Respondents
18 – 25 Years	94.8%	92 People
26 – 30 Years	3.10%	3 people
>30 Years	2.10%	2 persons

Source: Google Form, processed by Researchers, 2022

4.1.3 Respondents by Occupation

Based on the results of the study, the characteristics of respondents by occupation can be seen from the following table:

Table 3: Respondents by Occupation

Work	Percentage of Respondents	Number of Respondents
Private	48.50%	47 people
Student/i	45.40%	44 People
Doesn't work	4.10%	4 people
Student	2.10%	2 persons

Source: Google Form, processed by Researchers, 2022

4.1.4 Respondents by How Often Do You Visit Kopi JanjiJiwa

Table 4: Respondents based on how often you visit Kopi JanjiJiwa.

How often do you visit Promise Coffee	Percentage of Respondents	Number of Respondents
Seldom	56.70%	55 People
Often	37.10%	36 People
Very often	6.20%	6 people

Source: Google Form, processed by Researchers, 2022

4.2 Results

The results of the study are the results of tests carried out using the PLS (Partial Least Square) method with the results of validity, reliability (Outer Model) and research hypothesis testing (Inner Model). Validity and reliability tests are the results of the outer loadings test, Cronbach Alpha, Composite reliability, Discriminant Validity and Average Variance Extracted (AVE). While the hypothesis test uses the results of the T-Statistics, and R-Square test results

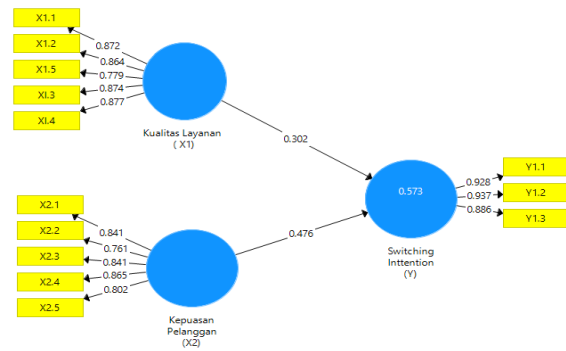


Figure 2: SmartPLS 3.3.9, 2022

4.2.1 Outer Loading

The results above can be concluded that the Service Quality variable (X1), Customer Satisfaction Variable (X2), and Switching Intention (Y) variable with the above indicators have a value of more than 0.7 so there is no need to eliminate. So this is in accordance with the *Rule Of Thumb*.

4.2.2 Validity and Reliability Test Results

Composite Reliability of Service Quality is 0.913, Composite Reliability of Customer Satisfaction is 0.931, and Composite Reliability Switching Intention is 0.941 which means it already has a value of > 0.7 . And it can be concluded that all variables meet the criteria of reliability. While Cronbach's Alpha of Service Quality is $0.882 > 0.6$ Cronbach's Alpha Customer Satisfaction is $0.907 > 0.6$, and Cronbach's Alpha Switching Intention is $0.905 > 0.6$ the value of *Cronbach's Alpha Rule Of Thumb*. it can be concluded that *Cronbach's Alpha Service Quality, Customer Satisfaction, and Switching Intention* are said to be quite reliable and it can be concluded that these variables have met the reliability criteria. The average value (AVE) in this study shows good validity between the Service Quality variable with a score of $0.677 > 0.5$ AVE value, the Customer Satisfaction variable with a score of $0.730 > 0.5$ AVE value, and the *Switching Intention variable* with a score of $0.841 > 0.5$ values. it can be said that the independent variable X on the dependent variable Y which has an average value of variance (AVE) with a score greater than > 0.5 is in accordance with the value of the *Rule Of Thumb*.

4.2.3 Discriminant Validity Results

Table 5: Discriminant Validity Test

	Customer satisfaction	Service Quality	Switching Intention
Customer satisfaction	0.823		
Service Quality	0.907	0.854	
Switching Intention	0.905	0.725	0.917

Source: SmartPLS 3.3.9

The table above shows that the discriminant validity > 0.7 , the conclusion that the variables X1, X2 and Y have good validity with the highest score correlation with themselves compared to other variables.

4.2.4 R-Square Hasil Results

The *R-Square* value for the Switching Intention variable is 0.573. These results indicate that the Switching Intention variable is 57.3% and the remaining 4.27%. explained by other variables that are not hypothesized in the model from the criteria described above. This *R-Square* value is included in the moderate to high category.

4.2.5 Hypothesis Test Results

The first hypothesis (H1) Service Quality on *Switching Intention* *T-Statistic* shows that Service Quality (X1) on *Switching Intention* with *T-Statistic* value 2.058 > 1.96 T table value and P-Value value 0.040 < 0.05 significance value. then these results indicate that Service Quality (X1) has a positive and significant effect on *Switching Intention* (Y). In accordance with Lestari's research (2019) which shows that Service Quality and Customer Satisfaction have a significant negative effect on conversion intentions, this significant negative meaning is interpreted if consumers are satisfied with the services they have used, they will try to minimize the occurrence of switching intentions.

Pamungkas (2012) states that customer switching behavior gives consideration when consumers use the same service but switch from one service provider to another. The more services the company provides, the more satisfied consumers will be and will choose to stay rather than seek services or switch intentions to other similar companies.

The second hypothesis (H2) Customer Satisfaction with *Switching Intention*. *T-Statistic*

shows that Customer Satisfaction (X2) towards *Switching Intention* (Y) with *T-Statistic* value of 3.295 > 1.96 T table and P-Value value of 0.001 < 0.05 significance value. then these results indicate that Customer Satisfaction has a positive and significant effect on *Switching Intention*. The results of these tests can be interpreted that a Customer Satisfaction in Kopi Janji Jiwa has the ability to have a positive effect on *Switching Intention*, so hypothesis H2 is accepted. This means that the more Customer Satisfaction with Kopi Promise Jiwa is increased, the *Switching Intention* will decrease or be smaller. This positive and significant influence is interpreted as increasing customer satisfaction, the occurrence of switching intentions is getting smaller or in Yunus' view (2014) which states that customer satisfaction is a comparison between consumer perceptions of a product or service and their respective expectations.

5 CONCLUSIONS

Respondent in study this as many as 97 respondents with criteria ever _ visit Kopi Promise Jiwa . Conclusion on study this based on results testing the hypothesis made use software SmartPLS . So could taken conclusion as following :

- Quality Service on Kopi Promise Soul take effect positive against *Switching Intention* . In Thing this because Quality Service capable affect the *Switching Intention* given customer could in the form of faithfulness customer in buy product in Coffee Promise Soul . The more many services provided _ company , consumer will the more satisfied and will choose for permanent stay than look for service or switch intention to other similar companies .
- Satisfaction Customer take effect positive and significant against *Switching Intention* . In Thing this because Satisfaction Customer capable influence *Switching Intention* . The more satisfaction Promise Soul coffee customer upgraded then the switching intention is getting reduce or small . Satisfaction is created because of the atmosphere, a comfortable room that is not too noisy, internet facilities.

Researcher realize that knowledge and experience writer good by theoretical and practical limited . Expected in Century coming could serve results more researchers _ good with existence a number of eat about a number of things which include :

- a. Researcher next recommended for add more lots of relevant literature with research topic
- b. Researcher next looking forward to expanding study with enter variable other , some variable other are : customer relationship management, customer experience , electronic word of mouth, brand image, brand trust, and others who can measure quality and Satisfaction Customer .

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