ANALYSIS OF THE INFLUENCE OF PRODUCT PRICE AND SERVICE QUALITY ON CONSUMER LOYALTY AT COFFEE HARBOR SHOP KEMAYORAN USING ELECTRONIC WORD OF MOUTH AS A MODERATING VARIABLE

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Abstract: This study aims to analyze (1) the effect of product prices on Harbor Coffee Consumer Loyalty. (2) the influence of Service Quality on Coffee Harbor Consumer Loyalty. (3) the effect of product prices on consumer loyalty with electronic word of mouth as a moderating variable. (4) the influence of Service Quality on Consumer Loyalty with Electronic Word of Mouth as a moderating variable. The research population is all consumers (3) the effect of product prices on consumer loyalty with electronic word of mouth as a moderating variable with a sample of 30 respondents. Data collection techniques using questionnaires through the stages of validity and reliability testing. The data were analyzed using multiple linear regression and Moderated Regression Analysis (MRA). This study concludes that (1) Product Prices Affect Consumer Loyalty, (2) Service Quality Affects Consumer Loyalty, (3) Product Prices and Service Quality Affect Consumer Loyalty, (4) Electronic Word of Mouth can moderate the effect of Product Price on Consumer Loyalty. Consumer Loyalty and (5) Electronic Word of Mouth are able to moderate the influence of Service Quality on Consumer Loyalty.

INTRODUCTION

Marketing has a very important role for trading and service companies. Maintaining excellence, improving the quality of products and services by using attractive marketing strategies and prices that are appropriate in the eyes of consumers is a way to maintain their business life cycle. In addition, service companies pay attention to service quality, and atmosphere is also important things to maintain their business life cycle. According to (Minarti & Rayhan, 2021) marketing management is a management activity based on its function which in essence tries to identify what consumers need, and how to fulfill it.

In this era of intense competition, the number of competing products and brands, both trade and service, has become very large. Consumers have a variety of choices and alternatives, especially in the field of services. According to (Sucipto, 2020) suggests that service companies function to create new memorable experiences for consumers. This is a challenge for the service company. Most of the abstract and intangible service products have aspects that are around the core of the company which is considered by consumers. One such aspect is the environment where service delivery is located (servicescape). Intense competition and increasing consumer expectations for a product, especially service products, companies must have a way to increase the proportion of value. One of the businesses facing tough competition is the cafe business.

Indonesians are beginning to gravitate toward more and more coffee shops. Entrepreneurs may be able to profit greatly from this phenomenon. People in Indonesia or customers are presented with a variety of coffee shop options as a result of this coffee shop or coffee shop business. The increasing popularity of coffee shops among Indonesians can be attributed to the proliferation of such establishments. Harbor Coffee is one of the coffee shops in the Central Jakarta area. The coffee shop Harbor Coffee can be found at Jl. Serdang, Kec, Taruna Raya No. 43B, RT.13/RW.4 Kemayoran, the city center of Jakarta. In 2021, this shop was established.

The owner of Harbor Coffee was ultimately inspired to build a harbor by collecting restlessness in terms of product and customer satisfaction. Naturally, the coffee lovers or coffee connoisseurs in the Kemayoran area were the driving force behind the establishment of Harbor Coffee. Every participant in the Central Jakarta Coffee Shop industry, including Harbor Coffee, faces a challenge in surviving and improving the quality of their products to differentiate them from rivals given the large number of competitors. In Central Jakarta, numerous rivals supply coffee beverages at reasonable prices and of high quality. This may cause Harbor Coffee, a coffee shop, to experience fluctuating sales levels. To satisfy their customers, coffee shop business actors must be able to prioritize the quality of the coffee drink products they sell.

The product price of an item affects the level of wages, rent, interest and profit. Prices are the basic regulator in the economic system because prices affect the

allocation of production factors such as labor, land, capital, and entrepreneurship. High wage rates attract labour, high-interest rates attract capital investment, and so on. As a resource allocator, price determines what will be produced (supply) and who will buy the goods and services produced (demand).

Service quality encourages consumers to commit to the company's products and services, which in turn has an impact on increasing sales from the company because it creates consumer loyalty. Loyalty is a commitment from customers to continue to subscribe to the same product or service, where the loyalty that is owned by the customer is not easily influenced by the circumstances around him. Oliver (in (Rizan & Arrasyid, 2008) defines loyalty as a strong commitment to repurchase or subscribe to a product or service consistently, and is not easily influenced by the existing environment or competitors' marketing efforts, as well as other aspects others that encourage customers to switch to other companies.

Other influences influence product prices and service quality on consumer loyalty, namely electronic word of mouth. (Pradana, 2016) put forward electronic word of mouth (E-Wom), namely internet-based social communication where web users can send and receive information related to products online. Another opinion from (Sindunata & Wahyudi, 2018) electronic word of mouth (E-Wom) has a meaning as a communication medium for sharing information related to a product or service that has been consumed between consumers who do not know each other and have met before. From the explanation

of the theory above, it can be concluded that electronic word of mouth (E-Wom) is communication between social media users with the aim of providing information to others.

Referring to previous research written by (Harianto, 2013) with the title "Analysis of the Influence of Service Quality, Brand Image and Atmosphere on Consumer Loyalty with Consumer Satisfaction as a Consumer Intervening Variable at Kedai Deja-Vu Surabaya". The purpose of this research is to find out about service quality, brand image, and atmosphere which are thought to have an influence on consumer loyalty by mediating customer satisfaction. This research was conducted at the Deja-Vu Shop Surabaya, with a sample of 150 consumers as respondents. The measurement scale is the Likert scale. Data processing techniques used in this study are SEM, SEM assumption test, normality test, and Outliers test Goodness of Fit Model test. The research results show that: (a) Service quality has a significant effect on customer satisfaction at Kedai Deja-vu Surabaya. (b) Brand Image has a significant effect on consumer satisfaction. (c) The atmosphere has a significant effect on consumer satisfaction, and consumer satisfaction has a significant effect on customer loyalty.

Then the second previous research was (Aryani & Rosinta, 2011) with the title "The Influence of Service Quality on Customer Satisfaction in Forming Customer Loyalty". The purpose of this study is "analyze how the service quality can affect customer's satisfaction in shaping customer loyalty" or analyze how service quality can affect customer satisfaction in forming customer

loyalty. This research was conducted on regular undergraduate and diploma students at FISIP UI who had eaten at Kentucky Fried Chicken in 2009 at least three times. The scale of measurement uses a Likert scale. The data processing techniques in this study are the Measurement Model Test and the Structural Model Test. The results of this study indicate that: (a) There is a strong and positive influence between service quality variables on customer satisfaction in FISIP UI students. (b) There is no influence between service quality and customer loyalty among FISIP UI students. (c) There is an influence between customer satisfaction on customer loyalty in FISIP UI students.

From the two previous studies and the background that the author has described, the writer intends to conduct deeper research related to the effect of product prices and service quality at coffee harbor shops with the title "Analysis of the Influence of Product Prices and Service Quality on Consumer Loyalty at Coffee Harbor Shops Kemayoran with Electronic Word of Mouth as a Moderating Variable, with a case study on harbor coffee to find out further whether product prices and service quality can affect consumer loyalty with electronic word of mouth as a moderating variable.

MATERIALS AND METHODS

In this study, researchers conducted

RESULTS AND DISCUSSION

1. Description of Respondents
Based on the results of distributing

research using a quantitative survey approach with research variables consisting of Product Price (X1), Service Quality (X2), Consumer Loyalty (Y), and Electronic Word of Mouth (Z). In this study, the authors used descriptive analysis, namely collecting, compiling, processing, and analyzing data in order to present a situation so that conclusions can be drawn. The population in this study is 120 people per day who visit Harbor Coffee, but there is a minimum number that must be taken by researchers, namely as many as 30 samples. As stated (Fitriani & Sugiyono, 2018) which states that for research that uses statistical data analysis, the minimum sample size is 30. Therefore the sample in this study is 30 Harbor Coffee visitors who visited the place. The sample selection technique is done randomly or coincidentally meet on the spot.

By using SPSS from the questionnaire results, the researcher identified the research problem, then continued with a study of the research literature related to the problems and variables raised in this study. Then it is developed into a research framework related to the problem to be studied, identifying each variable, hypotheses, and research design development, determining the techniques to be used, data collection to data management as well as producing discussions and conclusions from this study.

the questionnaires that have been carried out, the authors then conducted a test

using SPSS IBM 25 and obtained a description of the respondents based on

age as follows:

a. Age

Table 1. Age of Respondents

Age

		frequency	percent	Valid Percent	Cumulative Percent
Valid	21-25 Years	21	70.0	70.0	70.0
	25-30 Years	8	26.7	26.7	96.7
	31-35 Years	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

Based on these results, it can be interpreted if the respondent filler based on age with a vulnerable age of 21-25 years is 21 respondents, a vulnerable age and a vulnerable age of 31-35 years is 1 respondent. So it can be concluded that the majority of customers at Harbor Coffe based on age are those aged 21-25 years with a total of 21 respondents.

b. Profession

Table 2. Respondent's Occupation

Profession

		frequency	percent	Valid Percent	Cumulative Percent
Valid	Laborer	1	3.3	3.3	3.3
	Student	19	63.3	63.3	66.7
	Private employees	7	23.3	23.3	90.0
	civil servant	2	6.7	6.7	96.7
	Businessman	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

Based on these results, it can be interpreted if the respondent filler is based on work with the Labor category of as much as 1 respondent, Students as many as 19 respondents, Private Employees as many as 7 respondents, Civil servants as many as 2 respondents and Entrepreneurs as many as 1 respondent. So it can be concluded that the majority of customers at Harbor Coffe based on the work of the majority are students with a total of 19 respondents.

a. Validity test

Based on the results of distributing the questionnaires, testing was carried out using SPSS IBM 25 and the validity results were obtained as follows:

i. **Product Price Validity (X1)**

Table 3. Product Price Validity (X1)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	37.17	14,006	.935	.989
X1.2	37.23	13,909	.924	.989
X1.3	37.20	13,752	.990	.987
X1.4	37.17	14,006	.935	.989
X1.5	37.20	13,752	.990	.987
X1.6	37.20	13,752	.990	.987
X1.7	37.20	13,752	.990	.987
X1.8	37.17	14,006	.935	.989
X1.9	37.13	14,326	.864	.991

Based on these results, it can be seen that all indicators have a value of > 0.3. So it can be concluded if all indicators in the Product Price variable (X1) are valid and can be continued in the next test.

ii. **Service Quality Validity (X2)**

Table 4. Validity of Service Quality (X2)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	36.37	15,895	.980	.996
X2.2	36.63	11,482	.980	.948
X2.3	36.63	11,482	.980	.948
X2.4	36.63	11,482	.980	.948
X2.5	36.60	11,559	.962	.949
X2.6	36.60	11,559	.962	.949
X2.7	36.60	11,559	.962	.949
X2.8	36.63	11,482	.980	.948
X2.9	36.63	11,482	.980	.948

Based on these results, it can be seen that all indicators have a value of > 0.3. So it can be concluded that all indicators in the Service Quality variable (X2) are valid and can be continued in the next test.

iii. **Consumer Loyalty Validity (Y)**

Table 5. Validity Consumer Loyalty (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	35.30	12010	.917	.947
Y1.2	35.30	12010	.937	.947
Y1.3	35.43	9,082	.937	.883
Y1.4	35.43	9,082	.937	.883
Y1.5	35.43	9,082	.937	.883
Y1.6	35.47	8,809	.917	.883
Y1.7	35.43	9,082	.937	.883
Y1.8	35.43	9,082	.937	.883
Y1.9	35.43	9,082	.937	.883

Based on these results, it can be seen that all indicators have a value of > 0.3. So it can be concluded if all indicators on the Consumer Loyalty variable (Y) are valid and can be continued on the next test.

iv. **Electronic Word Of Mouth Validity (Z)**

Table 6. Validity of Electronic Word of Mouth (Z)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z1.1	36.40	9,766	.862	.910
Z1.2	36.37	9,964	.862	.916
Z1.3	36.37	9,964	.862	.916
Z1.4	36.17	8,351	.862	.872
Z1.5	36.17	8,351	.937	.872
Z1.6	36.17	8,351	.917	.872
Z1.7	36.17	8,351	.937	.872
Z1.8	36.17	8,351	.862	.872
Z1.9	36.17	8,351	.862	.872

Based on these results, it can be seen that all indicators have a value of > 0.3. So it can be concluded that all indicators on the Electronic Word Of Mouth (Z) variable are valid and can be continued in the next test.

b. Reliability Test

Based on the results of distributing the questionnaires, testing was carried out using SPSS IBM 25 and the reliability results were obtained as follows:

i. Product Price Reliability (X1)

Table 7. Product Price Reliability (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.990	9

Based on these results, it can be seen that all indicators have a value of > 0.6. So it can be concluded if all indicators on the Product Price variable (X1) are reliable and can be continued in the next test.

ii. Service Quality Reliability (X2)

Table 8. Service Quality Reliability (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.960	9

Based on these results, it can be seen that all indicators have a value of > 0.6. So it can be concluded that all indicators on the Service Quality variable (X2) are reliable and can be continued on the next test.

iii. Consumer Loyalty Reliability (Y)

Table 9. Reliability Consumer Loyalty (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.911	9

Based on these results, it can be seen that all indicators have a value of > 0.6. So it can be concluded if all indicators on the Consumer Loyalty variable (Y) are reliable and can be continued on the next test.

iv. Reliability of Electronic Word Of Mouth (Z)

Table 10. Reliability of Electronic Word of Mouth (Z)

Reliability Statistics

Cronbach's Alpha	N of Items
.899	9

Based on these results, it can be seen that all indicators have a value of > 0.6. So it can be concluded that all indicators on the Electronic Word Of Mouth (Z) variable are reliable and can be continued on the next test.

c. Multicollinearity Test

Based on the results of distributing the questionnaires, tests were carried out using SPSS IBM 25 and the results of multicollinearity were as follows:

Table 11. Multicollinearity Test

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	23,787	12,527		1,899	.069		
	TOTAL_X1	-.140	.149	-.168	001	.355	.952	1050
	TOTAL_X2	.109	.160	.121	001	.504	.952	1,051
	TOTAL_Z	.427	.183	.408	2,335	.028	.996	1,004

a. Dependent Variable: TOTAL_Y

Based on these results, it is known that the Tolerance value for the variable Product Price (X1), Service Quality (X2), Consumer Loyalty (Y), and Electronic Word Of Mouth (Z) is 0.952 greater than 0.10. While the VIF values for Product Price (X1), Service Quality (X2), Consumer Loyalty (Y), and Electronic Word Of Mouth (Z) variables are 1.004-1.051, less than 10.00. Then referring to the basis of decision making in the multicollinearity test it can be concluded that there are no symptoms of multicollinearity in the regression model.

d. Moderated Regression Analysis Test

Based on the results of distributing the questionnaires, testing was carried out using SPSS IBM 25 and the Moderated Regression Analysis results were obtained as follows:

Table 12. Moderated Regression Analysis Test

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	59,244	137,961		.429	.000		
	TOTAL_X1	075	1961	.090	001	.000	006	170,912
	TOTAL_X2	-.951	2.176	-1,061	001	.000	006	180,641
	TOTAL_Z	-.441	3,390	-.422	001	.000	003	321,525

	-.005	048	-.335	001	.000	003	296,189
X1M	-.005	048	-.335	001	.000	003	296,189
X2M	.026	053	1,535	001	.000	003	304,082

a. Dependent Variable: TOTAL_Y

Based on these results it can be interpreted:

1. It is known that the value of the interaction variable between Product Prices and Electronic Word Of Mouth is 0.000 (<0.05). So it can be concluded that the Electronic Word Of Mouth is able to moderate the effect of the Product Price variable on the Consumer Loyalty variable.

2. It is known that the interaction variable value between Service Quality and Electronic Word Of Mouth Satisfaction is 0.000 (<0.05). So it can be concluded if the Electronic Word Of Mouth can moderate the effect of the Product Price variable on the Consumer Loyalty variable.

e. Hypothesis testing

Based on the results of distributing the questionnaires, testing was carried out using SPSS IBM 25 and the results of the Hypothesis Test were obtained as follows:

i. T test

Table 13. T test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	59,244	137,961		.429	.000		
	TOTAL_X1	075	1961	.090	001	.000	006	170,912
	TOTAL_X2	-.951	2.176	-1,061	001	.000	006	180,641
	TOTAL_Z	-.441	3,390	-.422	001	.000	003	321,525
	X1M	-.005	048	-.335	001	.000	003	296,189
	X2M	.026	053	1,535	001	.000	003	304,082

a. Dependent Variable: TOTAL_Y

Determination of acceptance or rejection of the hypothesis testing can be done by comparing the significance value of T 0.05. Product Price Value (X1) 0.01 <0.05, it can be concluded that Product Price has a significant effect on Consumer Loyalty. Then the Service Quality (X2) has a value of 0.01 <0.05, so it can be concluded that Service Quality has a significant effect on Customer Loyalty.

ii. F test

Table 14. Test F

ANOVA [a]

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	364,844	3	121615	63,464	.000 [b]
	residual	49,823	26	1916		
	Total	414,667	29			

a. Dependent Variable: Total_Y
b. Predictors: (Constant), Total_Z, Total_X1, Total_X2

ANOVA [a]

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	76,566	5	15,313	1,334	.000 [b]
	residual	275,601	24	11,483		
	Total	352,167	29			

a. Dependent Variable: TOTAL_Y
b. Predictors: (Constant), X2M, TOTAL_X1, TOTAL_Z, TOTAL_X2, X1M

Based on these results, it can be seen that the F value is 1,334 with an F Sig value of 0,000. The significance value obtained is less than 0.05 (0.000<0.05). It can be concluded that the variable Product Price (X1), Service Quality (X2), Consumer Loyalty (Y), and Electronic Word of Mouth (Z) have a significant effect on consumer loyalty at Harbor Coffee.

f. Effect of Product Prices on Consumer Loyalty

From the calculation results above, it shows that product prices have a significant effect on consumer loyalty. This is in line with (Cardia et al., 2019) which stated that price is one of the factors that influence customer loyalty. Prices can also be set to prevent competitors from entering, maintain customer loyalty, support resale and more.

g. Effect of Service Quality on Consumer Loyalty

The calculation results above, it shows that Service Quality has a significant effect on Consumer Loyalty. These results are in line with (Pahlawan et al., 2019) which stated that service quality has an effect and consumer satisfaction will form an intention to buy or reuse a product. This means that the better form of service provided and supported by a high level of satisfaction, of course, will form customer loyalty.

h. The Effect of Product Prices Moderated By Electronic Word Of Mouth On Consumer Loyalty

From the calculation results above, it shows that product prices are moderated by Electronic Word Of Mouth significant

effect on consumer loyalty. These results are in line with (Ambalika, 2020) which stated that electronic word of mouth can moderate product prices because when consumers do electronic word of mouth about a product, it indicates that consumers have a high interest in the product.

i. **The Influence of Service Quality Moderated By Electronic Word Of Mouth Against Consumer Loyalty**

CONCLUSIONS

Based on the results of the research that has been done, the researchers conclude that: (1) Product Prices Affect Consumer Loyalty, (2) Service Quality Affects Consumer Loyalty, (3) Product Prices and Service Quality Affect Consumer Loyalty, (4) Electronic Word of Mouth is able to moderate the effect of Product Price on Consumer Loyalty and (5) Electronic Word of Mouth can moderate the effect of Service Quality on Consumer Loyalty.

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The results of the calculation above, it shows that Service Quality moderated by Electronic Word Of Mouth has a significant effect on Consumer Loyalty. These results are in line with (Kendria, 2017) which stated that service quality could increase if Electronic Word of Mouth was increased in branding because it is an activity where consumers provide information about a product to other consumers.

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