



The Influence of Service Quality and Employee Loyalty on Consumer Purchase Interest at Cafe Natural on Jalan Adam Malik Gg. Taruna 45

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Abstract: Background This research is motivated by the decline in Cafe Natural's income every year. The purpose of this study is to determine the effect of service quality and employee loyalty on purchasing decisions through purchase interest as an intervening variable at Cafe Natural. The population is all Cafe Natural consumers domiciled in Rantauprapat, while the sample used in this study is 100 Cafe Natural consumers using accidental and purposive sampling techniques. This study uses an explanatory research type. 2) Method The analysis method used is a significance test (t-test) and a two-stage regression analysis test using SPSS 23 software. 3) Result and Discussion The results of the study indicate that service quality has a positive effect on purchasing interest, employee loyalty has a positive effect on purchasing interest, and purchasing interest has a positive effect on purchasing decisions. The intervening variable shows that there is a positive effect of the service quality variable on purchasing decisions through purchase interest and there is a positive effect of the employee loyalty variable on purchasing decisions through purchase interest. Based on the results of the study, it is recommended that Cafe Natural conduct research and development, conduct briefings and create SOPs, and improve quality control on product taste. Improve service quality and employee loyalty to suit consumer desires.

Keywords: Service Quality, Employee Loyalty, Purchase Interest

1. Introduction

As time goes by, the population in Indonesia has increased. This increase has an impact on the increasing consumer value in transaction activities, economic changes and increasingly high lifestyles (Febryanti et al., 2024). The culinary business with the concept of cafes and restaurants is one of the most popular businesses, because in addition to producing high sales value, food is a basic need for everyone (Yudhanto et al., 2022).

The increasing growth of the culinary business in Indonesia has resulted in increasingly tight business competition in the culinary field, so that every company is required to be able to innovate in improving the quality of the company (*Resesi Ekonomi dan Implikasinya dari Perspektif Hukum Bisnis*, 2021). The increasing growth of this culinary business is the result of increasing market demand (Rabiula et al., 2019). The existence of cafes and restaurants has become an inseparable part of human life (Rubiyatno et al., 2023). This is because the number of people has increased and work activities are increasingly dense, resulting in people looking for something practical, especially food to meet their needs (Fauzi et al., 2020).

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In determining the decision to buy, someone will consider the characteristics of the goods sold, the quality of service, comfort, and the selling price of the product (Boyd, Walker, 2000). Customer service and satisfaction are the main goals in this culinary business (Azis, 2020). Good service quality will provide satisfaction for its buyers, then this satisfaction will increase the consumer's decision to buy again (Tjiptono, 2004). Interest in buying something will arise because of consumer trust in an item which is accompanied by the ability to make a purchase (Simamora, 2011). The decision to buy will arise because of interest in buying (Suhendra & Nasution, 2023).

Employee loyalty in providing services according to what is promised, such as fast, precise, accurate, and reliable also greatly affects customer satisfaction (Silitonga, 2022). The employee loyalty that the author means is such as employee accuracy in providing information, employee willingness to serve consumer complaints, and employee friendliness and honesty (Pitoy et al., 2020).

Cafe Natural is one of the business ventures that carries the concept of a cafe and restaurant. The potential of Cafe Natural is quite large because it has a large area and an interesting concept, but has not been able to dominate the market for various reasons (Julia & K, 2023). This cafe has many menus such as processed fish, chicken, seafood and vegetables. This place has a specialty, namely having a direct view of the rice field area, which makes this cafe cool and beautiful by itself.

Based on sales data obtained from Cafe Natural, sales have been declining for the past few years. Service quality and employee loyalty factors may be the factors that cause a decline in consumer interest in making purchasing decisions.

From the reduction in the number of consumers, consumers complained about the lack of human resources, delays in providing information and serving food, lack of employee responsiveness to customer requests, and employees who are less friendly (Izza & Akbar, 2023). Service quality must be considered to attract consumer attention. With good service, it will affect the consumer's desire to repurchase products in the same place (Khairunnisa & Adim, 2023).

Based on the background of the problem above, the researcher is interested in conducting a study entitled "The Influence of Service Quality and Employee Loyalty on Consumer Purchase Interest at Cafe Natural on Jalan Adam Malik Gg. Taruna 45".

2. Materials and Methods

This study uses an explanatory research type. The purpose of this type is to explain the position of the variables studied and the relationship between variables and the relationship between one variable and another and to test the formulated hypothesis (Sugiyono, 2021). The population in this study were Cafe Natural consumers who live in Rantauprapat and have made purchases at Cafe Natural. The sample in this study was 100 Cafe Natural customers who had filled out the questionnaire and were interviewed. If the population is unknown, then a sample of 100 customers has represented the population (Cooper dan Emory, 1996). The sampling techniques used in this study were accidental sampling and purposive sampling. Accidental sampling is a sampling technique by chance (Sugiyono, 2021). While purposive sampling is a sampling technique using certain characteristics or considerations (Sugiyono, 2021). This study

uses a Likert scale as a measurement scale, and the instrument used in this study is a questionnaire.

This study uses quantitative and qualitative analysis techniques. Quantitative analysis techniques use SPSS 23 software applications to test validity, reliability, correlation coefficients, determination coefficients, simple regression analysis, and t-tests. The t-test or significance test is carried out to determine how far the influence of the independent variable is able to explain the dependent variable (Ghozali, 2005). In this study, intervening is tested using a two-stage regression analysis which is a regression that shows that the intervening variable (Z) is influenced by the independent variables, namely X1 and X2. Meanwhile, the intervening variable (Z) will affect the dependent variable (Y), this regression model is called two-stage regression (Ferdinand, 2006).

3. Results and Discussion

This study uses data analysis including correlation test, determination test, simple linear regression test and t-test using SPSS 23 software. The following is a table of the results of the tests that have been carried out:

Table 1 Research Results

No	Hypothesis Testing	Test Results			
		Correlation	Determination	t count	Results
1	Quality of Service to Purchase Interest	0.909	0.826	21,593	Ha Accepted
2	Employee Loyalty to Purchase Interest	0.853	0.727	16.145	Ha Accepted
3	Purchase Interest on Purchase Satisfaction	0.826	0.682	14,503	Ha Accepted

Source: Primary data processed 2024

Based on the table above, it can be seen that the t-test shows: (a) The service quality variable has a positive effect on the purchase interest variable, where the calculated t value (21.593) > t table (1.9845), so hypothesis 1 is accepted. (b) The employee loyalty variable has a positive effect on the purchasing interest variable, where the calculated t value (16.145) > t table (1.9845), so hypothesis 2 is accepted. (c) The purchase interest variable has a positive effect on the purchase decision variable where the calculated t value (14.503) > t table (1.9845), so hypothesis 3 is accepted.

Table 2. 2-Stage Regression Test Results (First Stage)

Coefficients ^a						
Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	
1	(Constant)	-1.007	.579		-1,738	.085
	X1	.479	.050	.643	9,610	.000
	X2	.320	.066	.323	4.833	.000

a. Dependent Variable : Z

Source: Primary data processed 2024

Based on Table 2 above, it can be seen that the regression coefficient on the service quality variable (X1) has a positive value of 0.643 and the regression coefficient of the employee loyalty variable (X2) also has a positive value of 0.323. This explains that the service quality and employee loyalty variables have a positive relationship to consumer purchasing interest, which means that the better the service quality and employee loyalty, the higher the consumer purchasing interest.

Table 3. 2-Stage Regression Test Results (Second Stage)

Coefficients ^a					
Model	Unstandardized		Standardized		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3,863	.659		5,858	.000
Purchase interest	.726	.050	.826	14,503	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed 2024

Based on table 3 above, it is explained that the regression coefficient on the purchase interest variable (Z) has a positive value of 0.826. This shows that the purchase interest variable has a positive relationship to purchasing decisions, it can be said that the greater the purchase interest, the greater the purchase decision.

3.2 Discussion

Based on the results of previous research, the variables of service quality and employee loyalty are factors that influence purchasing decisions through purchase interest. Most respondents categorized the service quality variable in the good category. Things that support the service quality variable are the appearance of the products served are attractive, Cafe Natural has a comfortable place, providing guarantees for products. Most respondents categorized employee loyalty variables in the good category. Things that support employee loyalty variables in the good category are employee accuracy in providing information, employee willingness to serve consumer complaints, and friendliness and honesty possessed by the employees themselves.

Based on the results of this study, service quality is a factor that has a significant influence on purchase interest and shows that employee loyalty variables can explain purchase interest variables. Service quality is a major factor in influencing consumer purchase interest (Cronin, JK, J. Joseph; Michael K. Brandy, 2000).

The majority of respondents categorized the purchase intention variable in the good category. The things that support it are consumers are interested in recommending and willing to buy the product. While the aspect that needs to be improved or is still below the average variable is that consumers are interested in seeking information before making Cafe Natural their main choice and buying the product. Based on the results of this study, purchase intention is a factor that has a significant influence on purchasing decisions and shows that the purchase intention variable is able to explain the purchase

decision variable. This is in line with the statement that purchase intention is one of the determinants for consumers to make a purchase action on a product or service (Mowen, 1987).

Based on the results of the mediation test and two-stage regression, it shows that there is an intervening influence of purchase interest in the relationship between employee loyalty variables and purchasing decisions. This means that the relationship between employee loyalty and purchasing decisions will remain significant even through purchase interest. Then, based on the results of the mediation test and two-stage regression, it shows that there is an intervening influence of purchase interest in the relationship between service quality variables and purchasing decisions. This means that the relationship between service quality and purchasing decisions will remain significant even through purchase interest.

4. Conclusions

Based on the results of research on 100 respondents regarding the influence of service quality and employee loyalty on consumer purchasing interest as an intervening variable, the following conclusions are drawn: (a) The Service Quality variable (X1) has a significant influence on purchase intention (Z) at Cafe Natural. This result shows that the service quality variable can explain the purchase intention variable. In this study, the influence between employee loyalty variables on purchase intention is classified as a fairly strong correlation. (b) Employee Loyalty variable (X2) has a significant influence on purchase intention (Z) at Cafe Natural. This result shows that employee loyalty variable can explain purchase intention variable. In this study, the influence between employee loyalty variable on purchase intention is classified as a fairly strong correlation. The Purchase Interest variable (Z) has a significant influence on the Purchase Decision (Y) at Cafe Natural. The results of this study explain that the purchase interest variable is able to explain the purchase decision variable which is classified as a strong correlation.

Based on the results of the two-stage regression test, it shows that there is a significant influence of intervening purchase interest in the relationship between service satisfaction and employee loyalty at Cafe Natural. This means that Purchase Interest (Z) mediates between the Employee Loyalty variable (X2) and Purchase Decisions (Y).

Based on the results of the two-stage regression test, it shows that there is a significant influence of intervening purchase interest in the relationship between service quality and purchasing decisions at Cafe Natural. This means that Purchase Interest (Z) mediates between the Service Quality variable (X1) and Purchase Satisfaction (Y).

Policy Recommendations for Cafe Owners: To enhance employee loyalty and work effectiveness, Cafe Natural should implement a comprehensive human resource management strategy. This includes providing competitive salaries and benefits, creating a supportive work environment, offering regular training and career development programs, and recognizing employee contributions through incentives or reward systems. Additionally, fostering open communication between management and employees can increase job satisfaction and commitment, ultimately strengthening employee loyalty and improving service quality, which positively impacts customer purchasing interest and decisions.

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