



Analysis of Consumer Loyalty to Creative Economic Products in Padang City

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Abstract: The purpose of this study was to determine and analyze the effect of price perception, promotion, brand image, and consumer satisfaction partially or simultaneously on consumer loyalty in the Senja Padang Coffee Zone. The research method used is descriptive quantitative. The sampling technique used is incidental sampling, so the sample is 100 consumers. Data collection methods are observation, interviews, questionnaires, and library reviews. The data analysis technique used is multiple linear regression, t-test, F test, and coefficient of determination. The results of the multiple linear regression analysis are $Y = 5.536 + 0.608 X_1 + 0.232 X_2 + 0.310 X_3 + 0.167 X_4 + e$. Based on the results of the t-test, it is known that the perception of price, promotion, brand image, and consumer satisfaction has a partial effect on consumer loyalty in the Senja Padang Coffee Zone because the significant value is < 0.05 . Based on the results of the F test, it is known that price perception, promotion, brand image, and consumer satisfaction have a simultaneous effect on consumer loyalty in the Senja Padang Coffee Zone because the significant value is < 0.05 . The result of the coefficient of determination test is the Adjusted R-Square value of 0.429. This means that the ability of the price perception variable (X_1), promotion (X_2), brand image (X_3), and consumer satisfaction (X_4) to explain consumer loyalty is only 42.9%. In comparison, the remaining 57.1% is explained by other variables not used in the analysis. This research includes product quality consumer behavior.

Keywords: perception of price, promotion, brand image, consumer satisfaction.

1 Introduction

The Senja Coffee Zone has been present in Padang City since 2020 which is located at Jl. Ocean No. 4, Purus, District West Padang, Padang City. With the development of coffee shops in the city of Padang, the owners of the Senja Coffee Zone are looking at this business as the most attractive business opportunity to support easy activities as a hangout place. The idea for the name Twilight Coffee arose because the location is located around Purus Beach, Padang City, so with the presence of this coffee, consumers can wait for the beautiful sunset while sipping a cup of coffee. The Twilight Coffee Zone has the motto, "Twilight Coffee Zone enjoys the passing twilight." In order to determine consumer visits to the Senja Coffee Zone, consumers first calculate the price of the type of coffee offered.

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Creative economy is a concept to realize sustainable economic development based on creativity. Utilization of resources that are not only renewable but also unlimited, namely ideas, ideas, talents or talents, and creativity. The economic value of a product or service in the creative era is no longer determined by raw materials or production systems as in the industrial era but rather by the utilization of creativity and the creation of innovation through increasingly advanced technological developments. Industry can no longer compete in the global market by relying solely on price or product quality but must compete based on innovation, creativity, and imagination.

The problems faced by the creative economy sector can be grouped into two groups. The first group is related to internal problems. In this group, the problems faced by the creative economy include problems in planning, vision, and mission. In this regard, the creative economy sector still needs a clear plan, vision, and mission. This happens because creative economy businesses are generally in the form of micro, small, and medium enterprises (MSMEs), income-gathering, or businesses that only increase income. The characteristics of creative economy businesses include the following: (1) family-owned businesses, (2) the technology used is still relatively simple, (3) the quality of human resources is relatively low, (4) lack of access to capital (bankable), and (5) there is no separation of business capital with personal needs [1]. Based on this background, the authors are interested in conducting research titled "Consumer Loyalty to Creative Economy Products in the City of Padang."

The purpose of this research was to find out and analyze the effect of price perception, promotion, the influence of brand image, and the influence of consumer satisfaction on consumer loyalty in the Senja Padang Coffee Zone. To determine and analyze the effect of price perception, promotion, brand image, and consumer satisfaction on consumer loyalty in the Senja Padang Coffee Zone.

2 Literature Review

According to Abdullah and Tantri (2016), marketing management is a process that includes analysis, planning, implementation, and supervision, including goods, services, and ideas, based on exchange, and the goal is to provide satisfaction for the parties involved [2].

The creative economy is an economic activity driven by creative industries that prioritize the role of intellectual property. The creative industry itself is driven by entrepreneurs (entrepreneurs), namely people who have creative and innovative abilities [3].

According to Schiffman and Kanuk in Arifin et al. (2013), price perception is the consumer's perception of the relative price or sacrifice that must be incurred to get a product compared to the price or sacrifice on similar products [4]. According to Schiffman and Kanuk in Arifin et al. (2013), price perception indicators are attractiveness (attractiveness) and fairness (fairness) [4].

According to Widyastuti (2017), promotion is a marketing activity that can form potential consumers, colleagues, and awareness, as well as public interest in the business offered. Consists of components of sales promotion, advertising, sales force, public relations, and direct marketing [5]. According to Fatuh M. & Widyastuti (2017), the promotion mix includes advertising, sales promotion, personal selling, public relations, and direct marketing [6].

According to Indrasari (2019), the brand image consists of objective/intrinsic attributes such as the size of the packaging and the essential materials used, as well as the beliefs, feelings, and associations generated by the product brand [7]. According to Indrasari (2019), brand image indicators are recognition, reputation, attractiveness, and loyalty [7].

According to Tjiptono (2014), customer satisfaction is meeting the level of customer satisfaction based on specific performance criteria such as quality, service, or the reliability of on-time delivery [8]. According to Tjiptono (2014), the way to measure consumer satisfaction is overall consumer satisfaction, dimensions of consumer satisfaction, the confirmation of expectations, repurchase intentions, willingness to recommend, and consumer dissatisfaction [8].

According to Widokarti and Priansa (2019), consumer loyalty is a long-term commitment of consumers, which is manifested in loyal behavior and attitudes towards the company and its products by consuming regularly and repeatedly so that the company and its products become an important part of the consumption process carried out by consumers [9]. According to Widokarti and Priansa (2019), indicators of consumer loyalty are awareness, initial purchase, post-purchase evaluation, repurchase, and repurchase decisions [9].

3 Methods

The research method that the author uses is descriptive quantitative research. According to Sugiyono (2018), descriptive quantitative is a method used to describe or analyze a research result but is not used to make broader conclusions [10]. The population in this study are consumers who have visited the Senja Padang Coffee Zone with an unknown amount. The sampling technique was carried out using a non-probability sampling method, incidental sampling. Based on the Rao Purba sampling technique, the sample in this study was 96.04 and was fulfilled to be 100, so the sample used in this study was 100 consumers.

4 Results and Discussion

4.1 The Influence of Price Perception Variables on Consumer Loyalty

Based on the results of data analysis regarding the price perception variable (X_1) has a positive and significant influence on consumer loyalty in the Senja Padang Coffee Zone with a significant value of $0.009 < 0.05$ and a value of $t_{\text{count}}(2,677) > t_{\text{table}}(1,661)$. Based on the research results on the price perception variable, consumer loyalty to the Senja Padang Coffee Zone is caused by several factors, including attractiveness and fairness.

The consumers' attraction to make purchases is due to the Senja Coffee Zone. It offers attractive prices that follow the quality of its products so that consumers feel that their needs for coffee shops are met at affordable prices. The fairness contained in the perception of prices is proven by offering reasonable prices so that they can compete with coffee shop prices elsewhere. This is what makes the price perception given by the consumers of the Kopi Senja Zone better.

The results of this study are supported by the opinion expressed by Rizal et al. (2016), explaining that price perception has a positive and significant effect on

consumer loyalty because it uses indicators, namely price suitability with product quality, price match with brand popularity level, and price match with product benefits [11].

4.2 The Effect of Promotional Variables on Consumer Loyalty

Based on the results of data analysis regarding the promotion variable (X2) has a positive and significant influence on consumer loyalty in the Senja Padang Coffee Zone with a significant value of $0.043 < 0.05$ and a value of $t_{count} (2.056) > t_{table} (1.661)$. Based on research on promotion variables, it can be concluded that several factors, including advertising, personal selling, public relations, and direct marketing, cause consumer loyalty to the Senja Kopi Zone in Padang.

The promotions by the Senja Padang Coffee Zone are carried out by advertising, such as having attractive brand signs and banners to inform potential consumers about the products of the Senja Padang Coffee Zone. Meanwhile, promotions are carried out by personal selling, such as employees being polite and friendly to convince consumers to buy the products being sold. Furthermore, promotions through public relations in the form of live music and constantly uploading consumer developments on social media daily make public relations promotions run well because they can inform the Kopi Senja Zone products widely. In addition, promotions carried out through direct marketing, such as utilizing social media (Instagram and Facebook) and telephone numbers, can provide a good response for consumers because they can submit complaints about the Senja Coffee Zone.

The results of this study are in line with the opinion expressed by Waskita and Yuniati (2016), who found that promotion has a positive and significant influence on consumer loyalty. The more frequent the promotions the company gives consumers, the more interested consumers are in trying the product, so the higher the chances of creating consumer loyalty when using the product.

4.3 The Influence of Brand Image Variables on Consumer Loyalty

Based on the results of data analysis regarding the brand image variable (X3), it has a positive and significant influence on consumer loyalty in the Senja Padang Coffee Zone with a significant value of $0.004 < 0.05$ and a value of $t_{count} (2.931) > t_{table} (1.661)$. Based on the research results on the brand image variable, it can be concluded that several factors, including recognition, reputation, attractiveness, and loyalty, cause consumer loyalty to the Senja Padang Coffee Zone.

The brand image of the Senja Padang Coffee Zone begins with the introduction stage by offering low prices and having an attractive logo design so that consumers have a sense of desire to buy coffee shop products from the Senja Padang Coffee Zone. After introducing the Senja Padang Coffee Zone brand, it created a good reputation, such as a local brand that is synonymous with beach conditions, so the brand has been widely recognized by consumers who love coffee shops in the city of Padang.

The attractiveness of the Zona Kopi Senja Padang brand is carried out by maintaining customer satisfaction by presenting new taste innovations and maintaining a balance of price with product quality so that loyal consumers will be satisfied with the products of Zona Kopi Senja Padang in the future. This loyalty arises after consumers know the excellent brand image of the Senja Padang Kopi Zone, such as a

well-known brand in the city of Padang, and how to order can be done with no food services.

The results of this study are supported by the opinion expressed by Rizal et al. (2016), who found that brand image has a positive and significant effect on consumer loyalty because it uses maker image, user image, and product image [11].

4.4 The Influence of Consumer Satisfaction Variables on Consumer Loyalty

Based on the results of data analysis regarding the consumer satisfaction variable (X_4), it has a positive and significant influence on consumer loyalty in the Senja Padang Coffee Zone with a significant value of $0.045 < 0.05$ and a value of $t_{\text{count}}(2, 036) > t_{\text{table}}(1,661)$. Based on the results of research on consumer satisfaction variables, it can be concluded that consumer loyalty in the Senja Kopi Zone in Padang is caused by several factors, including overall consumer loyalty, dimensions of consumer satisfaction, the conformation of expectations, repurchase intentions, and willingness to recommend.

Consumer satisfaction with the Senja Padang Coffee Zone products will lead to overall consumer loyalty so that it can create pride for consumers when compared with other coffee shop products in the city of Padang. Besides that, consumer pride is created from good taste. The dimensions of consumer satisfaction with the products of the Senja Padang Coffee Zone arise from the responsive service and friendliness of the employees of the Senja Padang Coffee Zone so that consumers feel happy after visiting the Senja Padang Coffee Zone.

The confirmation of expectations made by consumers for the Senja Padang Coffee Zone products is due to the product quality that has met expectations and shows the promised performance to provide satisfaction to the Senja Padang Coffee Zone consumers. Consumers' repurchase intention on the Senja Padang Coffee Zone product is created after feeling satisfied so that consumers are interested in buying back the Senja Padang Kopi Zona product in the long term when they need it. Consumer satisfaction can also have a positive impact on the products of the Senja Padang Coffee Zone, such as the willingness of consumers to recommend to their friends and consumers' families because the Senja Padang Coffee Zone is indeed suitable for relaxing while drinking a cup of coffee.

The results of this study are in line with the opinion expressed by Aprileny and Regar (2018), finding that consumer satisfaction influences consumer loyalty. This can be interpreted as if consumers are satisfied with the overall quality. Then, consumers will be more loyal and vice versa.

4.5 The Influence of Price Perception, Promotion, Brand Image and Consumer Satisfaction Variables on Consumer Loyalty

Based on the results of the F test, it is proven that the variables of price perception (X_1), promotion (X_2), brand image (X_3), and consumer satisfaction (X_4) together have a positive and significant influence on consumer loyalty in the Senja Padang Coffee Zone with a value of $F_{\text{count}}(19,566) > F_{\text{table}}(2,37)$ and significant level $0.000 < 0.05$.

Based on these results, it can be concluded that consumer loyalty in the Senja Padang Coffee Zone is caused by price perceptions (X_1), promotions (X_2), brand image (X_3), and consumer satisfaction (X_4). With the influence of these four variables on consumer loyalty, Kopi Senja Padang Zone impacts awareness, initial purchase, post-purchase evaluation, repurchase, and repurchase decisions.

Consumer loyalty to the Senja Padang Coffee Zone products impacts consumer awareness because it has attractive advertisements on Facebook and Instagram and offers affordable prices. Initial purchases that give an attractive impression to consumers can lead to loyalty because, at the beginning, consumers have received good service and a comfortable atmosphere. Post-purchase evaluation by consumers of several coffee shops in the city of Padang so that from the evaluation results, the Zona Kopi Senja product is the last choice for coffee shops in the city of Padang.

The decision to repurchase the product of the Kopi Senja Padang Zone will occur if consumers need it. Besides that, the Senja Coffee Zone has a location that is already in accordance with the wishes, such as being on the coast of the city of Padang. The repurchase of Zona Kopi Senja Padang products will occur because Zona Kopi Senja has a suitable place to gather with friends and increase consumer confidence after consuming Zona Kopi Senja Padang products. The above factors have shown good consumer loyalty to the Kopi Senja Padang product.

5 Conclusion

The price perception variable (X_1) has a positive and significant effect on consumer loyalty in the Senja Padang Coffee Zone, with a significant value of $0.009 < 0.05$. The promotion variable (X_2) has a positive and significant effect on consumer loyalty in the Senja Padang Coffee Zone, with a significant value of $0.043 < 0.05$. The brand image variable (X_3) has a positive and significant effect on consumer loyalty in the Senja Padang Coffee Zone, with a significant value of $0.004 < 0.05$. The consumer satisfaction variable (X_4) has a positive and significant effect on consumer loyalty in the Senja Padang Coffee Zone, with a significant value of $0.045 < 0.05$. The variables of price perception (X_1), promotion (X_2), brand image (X_3), and consumer satisfaction (X_4) simultaneously have a positive and significant effect on consumer loyalty in the Senja Padang Coffee Zone with a value of $F_{\text{count}} (19.566) > F_{\text{table}} (2.47)$ and a significant level of $0.000 < 0.05$.

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