



The role of service quality and knowledge sharing on customer loyalty café bang ciat in Palangka Raya city

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ABSTRACT

Research in the field of Marketing focuses on Service Marketing to increase Customer Loyalty. This research is based on the Dynamic Capability theory which indicates that a business unit to be able to survive must be evaluated and make business strategies that are relevant to the dynamics of business change, such as maintaining service quality and building business community relationships with knowledge sharing. The research was conducted at the Bang Ciat café in Palangka Raya City with 100 consumers as a benchmark and analyzed using the SPSS 22 statistical program. The results prove that the important role of service quality and knowledge sharing is to increase customer loyalty, which is 63.7%. The implications of the results can be a reference for Bang Ciat café business actors, and can become a global reference for business actors in the city of Palangka Raya. Future research can adopt research indicators to increase customer loyalty, so as to expand knowledge in the culinary business.

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1. INTRODUCTION

Service quality is an important factor in service marketing. In the understanding of service marketing, service quality is "the level of excellence needed and control over the level of excellence to meet customer needs". Service quality consists of five crucial elements, namely physical evidence, assurance, empathy, responsiveness, and reliability. Realizing positive quality service, the company must be able to fulfill the services that consumers expect. Customer loyalty is a feeling of trust or loyalty of someone who exists after comparing the expected product performance (results) to the product or service required. According to the theory of customer loyalty, an emotional response in the assessment of services to the experience of consuming a product or service (Catulli et al., 2017).

Currently, the development of the restaurant or cafe industry is so rapid, new players are emerging (Hartanto & Andreani, 2019). As in this study, the Bang Ciat cafe is one of the cafes in the city of Palangka Raya. The strategic location of the cafe is on Jl. Kapuas No.3 makes it easy to approach the market, Cafe Bang Ciat has a relatively strategic area, which is close to offices, and easy to reach from various places. The initial

concept of Cafe Bang Ciaat was to provide a comfortable area, the best products and competitive prices. After several years, it turned out that this concept was able to attract many consumers, so that now the business managed by it can grow rapidly. The economy on a small scale now demands the ability of business units to synergize with the business environment (Dubihlela & Van Schaikwyk, 2014).

One method that is used by many business actors such as culinary businesses today in an uncertain business environment such as a pandemic is raw materials with an emphasis on quality (Chaniago, 2021). This is an advantage for the business unit to continue to survive and maintain customer loyalty. In maintaining customer loyalty, product quality, from raw materials to delivery, is the art of the supply chain in key management that benefits product-based businesses. The current post-pandemic COVID-19 problem has an impact on decreasing income because many consumers are still doing hybrid activities (Palmer et al., 2015; Fauzi et al., 2023). For business actors, this must be handled so that businesses can continue to survive in the midst of conditions by carrying out service quality control. Consumer behavior that requires consuming food and carrying out work anywhere is an opportunity for business actors (Pujiyanti et al., 2022) to use production applications that comply with standards of fast, easy, cheap and healthy food. Obtaining information that concerns consumer interests will be effective and efficient by sharing knowledge with business actors to significantly increase customer loyalty (Zahra & Lutfie, 2017). Knowledge sharing in several studies can significantly enhance business performance, with quality products. Sharing knowledge is the main task of business actors with managing management, because business units capable of managing management can be significant to business income even if there are business changes.

Marketing management as the art and science of choosing target markets and getting, keeping and increasing the number of customers using, forming, delivering and communicating superior customer value (Shaw et al., 1989). Marketing is something that is very basic so that it is no longer seen as a function that is separate from other functions. Marketing means the actualization of all business activities that must be observed from the end result, namely from the customer or consumer point of view (Kusuma et al., 2022). A good understanding of service marketing needs to be supported by an understanding of the service itself, aspects that create service marketing opportunities and strategic issues that service providers need to pay attention to (Morgan et al., 2019).

The definition of service means any action or performance that can be offered by one party to another, which is basically intangible and does not result in the ownership of something (Palmer et al., 2015). Service quality can be identified by comparing consumers' perceptions of the concrete services they receive or obtain using the services they actually expect/want against the service attributes of business actors. If the service received or perceived (perceived service) is in sync with what is expected, then the quality of service is perceived as good and satisfactory. If the service received exceeds consumer expectations, then the quality of service is perceived as very good. On the contrary, if the service received is lower than what is needed, then the quality of service is perceived as bad (Ighomereho et al., 2022).

Service quality is a form of consumer evaluation of the level of service received using the required service level. If the service received or perceived is in sync with what is required, then the quality of service is perceived as good and satisfactory (Naini et al., 2022). Satisfaction that has been formed can encourage consumers to make repeat purchases and hope to become loyal customers. Service quality means a dynamic requirement that synergizes with service products, people, processes, and the environment that can meet and or exceed consumer desires. Service quality is the holistic characteristics and characteristics of a product or service that bear on its ability to satisfy stated as well as implicit needs. Quality of service provided by the company to be able to meet the needs of its consumers (Schiavone et al., 2022).

Service is a product that is not concrete (intangible) as a result of reciprocal activity between the service provider and the service recipient (customer) through one or several activities to meet customer needs. Service can be a way or service, providing everything that people need (Soebandhi et al., 2020). There are five determinants of service quality according to Sari, (2020), the five more factors include: 1. Tangible, namely in the form of physical appearance, equipment and various good communication materials. 2. Empathy, namely the willingness of employees and employers to care more about giving direct attention to customers. For example, employees should try to position themselves as customers. If a customer complains, a solution must be sought immediately, so that a harmonious relationship is always maintained, by demonstrating genuine concern. With the attention given by employees to serving and responding to consumer complaints. 3. Responsiveness, namely the willingness of employees and employers to help customers and provide fast services and hear and resolve consumer complaints. Using the way employees deliver services responsively, the ability to deliver services quickly and precisely, the alertness of employees to be friendly to every customer, the alertness of employees to work with consumers. 4. Reliability, namely the ability to provide services as promised, reliable and thorough, and consistent. Examples of this include the ability of employees to provide the best service, the ability of employees to handle consumer needs quickly and precisely, the company's ability to provide good service in accordance with consumer wishes. 5. Assurance, namely in the form of the ability of employees to generate confidence and trust in promises that have been made to consumers.

Sharing knowledge in this case includes the knowledge and skills of employees in carrying out their duties, employees can receive trust, employees can trust consumers, employees have good technical expertise (Khadir & Neefa, 2019). If the service received is appropriate and can even fulfill what is needed, then the service is said to be good or positive. If the perceived service exceeds the expected service, then the quality of service is perceived as an ideal quality. On the contrary, if the perceived service is worse than the expected service, then the service quality is perceived negatively or badly (Azura Diva et al., 2021). Therefore, whether or not the quality of service depends on the ability of the company and its nature to meet customer needs consistently.

In recent years, in the field of small and medium scale business management, restaurant and cafe businesses, the emphasis on business methods by sharing knowledge means the art of management for change from individuals who are able to explore knowledge from the work team and the external business environment (Mustika et al., 2022). Individual attitudes that point to opportunities in facing the challenges of an uncertain business environment, based on the theory of dynamic capability by forming methods of change from similar opportunities to enhance products that are different in terms of quality, marketing and durability (Singh, 2017).

The fundamental relationship of change from knowledge to business gradually can require the ability of business actors to increase the effectiveness of system management such as building opportunities for business actors to gain access to knowledge, acquire new knowledge in business changes, be able to make decisions quickly when there is a decrease in income (Hasanov et al., 2019). These basic things can be an effort to gain good knowledge and significantly improve management skills that have an impact on improving business performance. Furthermore, sharing knowledge is not only to be able to receive information and knowledge, but can also open opportunities for business actors to explore knowledge in ways to increase income (Goldberg et al., 2006).

Knowledge is a crucial role in shaping the success and excellence of science-based policy efforts (Kristinae et al., 2020). Developing knowledge can provide an opportunity for other parties to share knowledge of successes and ways to overcome business problems to improve product quality, as a result of being able to sustain a business in the midst of a changing business environment (Kristinae, 2021). Knowledge sharing is

knowledge management that is used to provide room for change in making changes to systems or products by sharing knowledge. So that business actors who can survive in the midst of current business conditions, it is crucial to make changes according to science and knowledge (Sofia & Wicaksono, 2020).

Based on observations it was found in the Bang Ciaat café business in the city of Palangka Raya that customers complained that the quality of service provided by the employee was still not optimal. High quality service is one of the keys to a successful cafe. The quality of service at Cafe Bang Ciaat still needs to be improved because there is only one cashier available for payment, causing queues and service quality still needs to be improved because the number of employees is lacking as a result resulting in service to consumers whose number increases every day to be less than optimal, still less responsive and lack of mastery as a result can reduce customer loyalty. This study aims to increase customer satisfaction from Service Quality and Knowledge Sharing in the field of cafe management. Benefits to increase business profitability and to increase consumer loyalty

2. RESEARCH METHOD

Based on the description above, a conceptual framework can be made that service quality and knowledge sharing directly or indirectly influence customer loyalty. The framework for this research can be seen in the following figure:

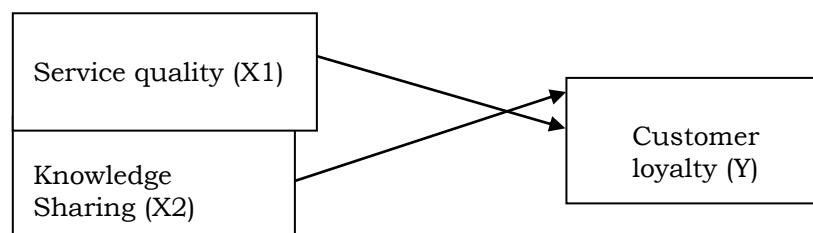


Figure 1. Conceptual Framework

The type of research used in this study is a quantitative analysis method. The quantitative analysis method is a research method based on the philosophy of positivism which is used to examine populations or specific samples with research data in the form of numbers and analysis using statistics with the aim of testing predetermined hypotheses so that significant differences between the variables studied are obtained. Based on previous research and research theory, the hypothesis proposed in this research is: H₁: Service Quality has a significant positive increase in Customer Loyalty, H₂: positive significant knowledge sharing increases Customer Loyalty.

This research was conducted in Palangka Raya with consumer objects at Cafe Bang Ciaat Palangka Raya located on Jl. Kapuas no.3, City of Palangka Raya, Central Kalimantan. The research location was chosen with the consideration that it would be easy for researchers to obtain research data, both primary and secondary data in conducting research. The number of respondents is 100 customers who have been to the cafe at least 3 times. Variable measurement techniques are carried out using a Likert scale. In SPSS analysis, regression analysis is used to predict how far the value of the dependent variable changes. Regression analysis besides measuring the strength of the relationship between 2 or more variables, also distributes the direction of the relationship between the dependent variable (Y) using the independent variable (X).

3. RESEARCH RESULTS

Cafe Bang Ciaat is a place to eat in Palangka Raya which is located at Jalan Kapuas No.3 Palangka Raya, serving a variety of delicious western-style food and drinks at friendly

prices. Cafe Bang Ciaat is a culinary business with superior products sold, namely various Spicy Noodles, Dim Sum, Steak, Regal Drinks, Fire Chicken, Syrup Drinks and others. Free wifi facilities, spacious parking and a cozy Caffee atmosphere and have been established since 2021 at prices that can reach students, government and private workers.

Cafe Bang Ciaat provides convenience, a sense of security and comfort as well as optimal service to consumers, Cafe Bang Ciaat provides the following facilities: a parking lot, a comfortable cafe vibe with a modern concept and good service, live karaoke as entertainment and an addition to a sense of comfort , clean and comfortable toilets, large space space can be used for birthday celebrations, and other events. Cafe Bang Ciaat is a culinary business with superior products sold, namely various Spicy Noodles, Dim Sum, Steak, Regal Drinks, Fire Chicken, Syrup Drinks and others.

The results of the analysis of direct distribution of the questionnaires show that the 100 respondents who submitted the questionnaires were valid and reliable, and fulfilled the classical assumptions. So that it can be continued in testing the t test and f test, the following are the results. The following is the result of a simple (partial) regression test.

Table. 1 Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.174	.117		2.180	.034
Service Quality (X1)	.539	.98	.415	1.873	.001
Knowledge Sharing (X2)	.471	.138	.394	1.799	.000

Source: Authors, 2023

Based on the table above, it can be determined that the multiple linear regression model is expressed in the form of the following equation:

$$Y = 2.174 + 0.539 X1 + 0.471 X2 + e$$

Information:

Y = Customer Loyalty

X1 = Service Quality

X2 = Knowledge Sharing

From the value of the regression equation above, it can be seen that:

A constant of 2.174 means that if the Variables of Service Quality and Knowledge sharing in the study show significant increases in customer loyalty. However, based on research by (Yasir & Majid, 2017) it states that management cannot directly encourage knowledge sharing in improving business unit performance, which is a gap in this research. So that sharing knowledge is the main task of business actors with management management, because a business unit that is capable of managing management can be significant to business income even if there is a change in business. Furthermore, the knowledge sharing variable becomes the second independent variable in research to increase customer loyalty. The measure of business success can survive in conditions of significant business changes to business performance that are able to maintain customer loyalty (Kristinae et al., 2020).

The regression coefficient value for the Positive Service Quality variable in the regression equation shows a positive value of 0.539, meaning that if the Service Quality Variable increases by 1 unit, the Customer Loyalty value will increase by 0.539, in other words, the magnitude of the influence of the Service Quality variable on Customer Loyalty is 0.539 or 53.9 %.

The regression coefficient value for the positive knowledge sharing variable in the regression equation shows a positive value of 0.471 meaning that if the knowledge

sharing variable increases by 1 unit, the customer loyalty value will increase 47.1%, in other words, the magnitude of the influence of the knowledge sharing variable on customer loyalty is 0.471 or 47.1%.

The coefficient of the Service Quality variable is significant at $\alpha = 0.05$, because t count $>$ t table ($1.873 > 1.677$) or sig. $0.01 < 0.05$. This means that the effect of the service quality variable on customer loyalty at Cafe Bang Ciaat Palangka Raya is significant. It means that hypothesis one (H_1) which states that service quality affects customer loyalty at Cafe Bang Ciaat Palangka Raya can be accepted.

The coefficient of the knowledge sharing variable is significant at $\alpha = 0.05$, because t count $>$ t table ($1.799 > 1.677$) or sig. $0.00 < 0.05$. This means that the effect of the knowledge sharing variable on customer loyalty at Cafe Bang Ciaat Palangka Raya is significant. It means that the second hypothesis (H_2) which states that product quality affects customer loyalty at Cafe Bang Ciaat Palangka Raya can be accepted. Furthermore, when viewed simultaneously, how does the influence of service quality and knowledge sharing become important factors in increasing customer loyalty from the results of the f test table, as follows.

Table 2. F-Test

ANOVAa					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	21.013	3	7.419	17.503	0000b
Residual	12.147	97	.371		
Total	33.160	100			

a. Dependent Variable: Customer Loyalty (Y)

b. Predictors: (Constant), Quality of Service (X1), Knowledge Sharing (X2)

Source: Authors, 2023

This test is used with the aim of proving whether the independent variables jointly affect the dependent variable. The results of calculations via SPSS show that f -count is 17.503 and f -table = 3.94 (using a significance level of 0.05% and degrees of freedom (df); $n - (k + 1)$; $100 - (2 + 1) = 97$). This states that f -count (17.503) $>$ f -table (3.94) so it is significant and accepted. This means that the independent variables consisting of service quality and knowledge sharing simultaneously affect customer loyalty at Cafe Bang Ciaat Palangka Raya. Furthermore, to see the relationship in the coefficient of determination, the results are in the following table.

Table 3. Coefficient of Determination
Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.862a	.769	.637	.5193

a. Dependent Variable: Customer Loyalty (Y)

b. Predictors: (Constant), Quality of Service (X1), Knowledge Sharing (X2)

Source: Authors, 2023

3.1 Discussion

a. The Effect of Service Quality on Customer Satisfaction

Service quality is the fulfillment of customer needs and desires as well as the accuracy of delivery to match customer expectations, so that customers feel loyal to the product or service. Thus, there are two main factors that influence service quality, namely expected service and perceived service. The results showed that the variable service quality has an influence on customer loyalty at Cafe Bang Ciaat Palangka Raya indicated by a significance value of service quality of 0.001. The t -count value is $1.873 > 1.677$ (t -table), this shows that there is an influence of service quality on Customer Satisfaction at Cafe Bang Ciaat Palangka Raya.

b. The Effect of Knowledge Sharing on Customer Loyalty.

Knowledge sharing states that management in improving business unit performance is a gap in this research. Sharing knowledge is the main task of business actors with management, because a business unit that is capable of managing management can be significant to business income even if there is a change in business. Based on the data test in Table 2, the H2 results show a significant and positive relationship. Knowledge sharing can increase customer loyalty by t-test $1.799 > 0.677$ t-table with a significance of $0.00 < 0.05$. The higher the ability of business actors to obtain information, knowledge, methods/means in responding to changes in the business environment, it will increase knowledge sharing which results in increased customer loyalty.

c. The Effect of Service Quality and Knowledge Sharing on Customer Loyalty.

In general, the results of the statistical analysis that has been carried out above provide a reference in increasing customer loyalty from the influence of Service Quality and Knowledge Sharing variables on Cafe Bang Ciaat Palangka Raya. This can be shown from the results of the questionnaire of respondents aged 16 years - 55 years who are high for each research variable. Based on the results obtained that the variables of Service Quality and Knowledge Sharing have a simultaneous influence on customer loyalty. With a threshold significance level of $> 5\%$, it is found that (1) service quality has a positive effect on customer satisfaction, (2) knowledge sharing has a positive effect on customer loyalty.

4. CONCLUSION

Based on the results of the study, service quality and knowledge sharing show a significant role in customer loyalty. Because of that, efforts need to be made to maintain service quality and knowledge sharing so that they can form a competitive advantage with other cafes in maintaining relationships with customers so as to create customer loyalty. Efforts that can be made by Cafe Bang Ciaat in Palangka Raya City: Need to pay attention to indicators of service quality that have the lowest value, such as the service at Cafe Bang Ciaat is as expected, namely the service provided so far has not been maximized. The research implication for Bang Ciaat in Palangkaraya is as a reference in increasing business profitability and to increase consumer loyalty. For the development of research studies on marketing management and entrepreneurship, it can add references to business strategies in increasing consumer loyalty. Furthermore, it needs a strategy in developing knowledge to increase customer loyalty. The important role of knowledge sharing is carried out by business actors by establishing cooperation with fellow cafe business actors, it will be better to maintain business in an uncertain changing business environment.

It is also necessary to pay attention to the indicators from Knowledge Sharing which have the lowest value in the research on Cafe Bang Ciaat, by building a community of cafe business actors in Palangka Raya regarding marketing services and promotions. For further research, it can be further refined and developed by adding various other variables, so that this research is more useful for the development of science and the interests of the world of practitioners (culinary business actors).

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