

## The Influence of Promotion Mix and Service Quality on Consumer Loyalty of Cafe Janji Jiwa In The Aftermath of The Covid-19 Pandemic, Jakarta In 2022

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### Abstract

Tourism is one of the important components for driving economic growth worldwide; one of the tourism activities is visiting tourism destinations. The movement of people from one place to another for pleasure is very limited during the pandemic tourists should spend foreign exchange for the countries they visit, which will have a double effect on the economy. Interestingly, researchers want to see the impact of the pandemic's aftermath. Part of the destination is amenities where there is a café or coffee shop in great demand and visited by tourists. Coffee-drinking activities are a trend among tourists, so with this potential, domestic cafes must continue to innovate and develop. This research activity is expected to provide input on the right strategy for Cafe Janji Jiwa after the pandemic. The variables used are Promotion Mix (X1) and (X2) Service Quality. Determining the location and channels used to provide services to customers involves thinking about how to deliver or deliver services to customers and where this will be done *Problem-Solving Orientation* states and Loyalty (Y1) / Dependents where your service, product, and image during the pandemic are maintained despite following health protocols.

**Keywords:** Cafe, Promotion Mix, Service Quality, Customer Loyalty

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## 1. Introduction

Tourism is a sector that is directly affected during the Covid-19 Pandemic. Before the pandemic, tourism had the potential to develop, as one of the sectors that were very based on

local potential (nature, culture, and services) was still recorded to grow by 4.19%, above the average GDP growth in 1998-2002 which was recorded at minus 0.27%. It is also interesting that when this nation was hit by a crisis of trust and global image, the cumulative growth of national tourists was still quite convincing, amounting to an average of 9.40% in 1988-2002 with an increase of foreign tourists (tourists) of 4.31% and domestic tourists (Vishnu) of 10.20% (Hermantoro, 2013: 41). Tourism as a contributor to foreign exchange is reflected In 2000, Indonesia earned Rp 55.16 trillion from 5.06 million foreign tourists (foreign tourists) who visited. In 2008, state revenue increased to Rp 80.46 billion, in line with the increasing number of visits to 6.42 million people (Darma Putra and Pitana, 2010: 34). 2020 and 2021 have been tough years for the tourism industry due to the Covid-19 pandemic, which has caused a decrease in the number of visits to existing tourism destinations; this research is expected to present a concrete picture and produce the right strategy. Tourism is a travel activity for a person's temporary stay outside the environment, usually not consecutively in one year, to spend leisure time, business trips, or other purposes. People who carry out tourism activities are tourists. The goal of tourists traveling is to have fun and gain experience Pradini, Hardini, Lestari (2021).

Good and correct management of tourism destinations is needed so that tourists feel at home and will stay longer in tourist destinations that they think are comfortable for them to stay in the destinations they visit. The longer tourists stay in tourist destinations, the more money will rotate in tourism destinations and increase the income of local people. One sector in tourism activities affected by covid-19 is the amenities sector, one of which is a café; with the restrictions imposed by the government during the pandemic, it will certainly impact the amenity industry, such as cafes, restaurants, hotels, and others. In this study, researchers want to photograph promotional activities and service quality and whether it increases consumer loyalty after the pandemic in 2022.

Cafe Janji Jiwa is a quite developed amenity, an original Indonesian coffee shop owned by PT. Luna Boga Narayan was first founded by Billy Kurniawan as Business Owner at ITC Kuningan in 2018. Previously, PT. Luna Boga Narayan has successfully built Think Thai Tea and Go Mango beverage business brands which are typical Thai drinks, with many branches in various regions since 2017. Brand Manager PT. Luna Boga Narayan, Michael, said that the name of the Janji Jiwa coffee shop originated from the owner of this beverage business, who used to have a passion for coffee. This brand was issued as a promise from the deepest heart to serve coffee as one of its passion. Janji Jiwa Coffee Shop serves a wide selection of local Indonesian coffee at affordable prices that adopt the fresh-to-cup concept. Interesting things to discuss: The Influence of Promotion Mix and Service Quality on Café Janji Jiwa Consumer Loyalty in The Aftermath of The Covid-19 Pandemic, Jakarta, In 2022.

## **2. Research method**

### **2.1. Research Objects**

This study's object is Cafe Janji Jiwa in DKI Jakarta City. Data collection in this study was carried out for six months (1 semester) with the sample location of Café Janji Jiwa in Jakarta, Consumer Café Janji Jiwa, Jakarta.

### **2.2. Data Sources and Types**

Primary data is obtained directly from the primary source. In this study, the primary data

source is research data collected from respondents through the distribution of questionnaires filled out by respondents in this study are consumers of Janji Jiwa, Jakarta. Secondary data are taken from written sources from reference books, mass media, and research-related electronic media.

### 2.3. Operational Definition and Variable Measurement

Operational definitions describe variables, allowing researchers to measure them similarly or develop better methods. The working report aims to understand the degree of correlation between the variables of one factor and another and to improve the understanding of this study. This study consists of Promotion Mix ( $X_1$ ), Service Quality ( $X_2$ ), and Consumer Loyalty ( $Y$ ) as endogenous variables.

### 2.4. Research Design

This study used quantitative analysis methods using primary data obtained by distributing questionnaires to consumer respondents of Café Janji Jiwa in Jakarta and secondary data obtained from books, journals, or website articles related to this study. This study uses multiple linear regression analysis, which aims to determine the magnitude of the influence of Endogenous variables, namely Promotion mix ( $X_1$ ) and Service Quality ( $X_2$ ), on the dependent variable, namely Consumer loyalty ( $Y$ ), with the following formation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

$Y$  = Loyalty

$a$  = Constant

$X_1$  = Promotion Mix

$X_2$  = Quality of Service

$b_1$   $b_2$  = Regression coefficient

$e$  = Error

The population is a generalized area of objects or subjects with certain qualities and characteristics determined by researchers to be studied and concluded (Sugiyono, 2009: 215). In this study, the population is consumers of Cafe Janji Jiwa, Jakarta, totaling 100 people. According to Sugiyono (2009: 215), the sample is a portion of the population. The sample represents the population whose results represent the overall observed symptoms. The sample taken as respondents was consumers of Cafe Janji Jiwa, Jakarta, with probability sampling techniques, namely sample retrieval techniques that provide equal opportunities for each element (member) of the population to be selected as a member of the sample carried out randomly by taking into account the status in that population.

## 3. Results and Discussion

Table 1 Respondents' Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	31	31.0	31.0	31.0
	Wanita	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

Based on tables and figures 3. 3, The results of the study through the distribution of this questionnaire showed that the number of respondents with the male gender was 31% or as many as 31 respondents. As for the female sex is 69% or as many as 69 respondents.

Table 2 Where Respondents live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bekasi	3	3.0	3.0	3.0
	Bogor	4	4.0	4.0	7.0
	Cilegon	9	9.0	9.0	16.0
	Depok	20	20.0	20.0	36.0
	Jakarta	45	45.0	45.0	81.0
	Kabupaten Bogor	8	8.0	8.0	89.0
	Kota Tangerang	2	2.0	2.0	91.0
	Padang	1	1.0	1.0	92.0
	Serang	6	6.0	6.0	98.0
	Tangerang Selatan	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

From the table, it can be seen the number of respondents whose domicile is Bekasi, as many as three respondents or 3%; respondents whose domicile is Bogor, as many as four respondents or 4%; respondents whose domicile is Cilegon, nine respondents or 9%, respondents whose domicile is Depok as many as 20 respondents or 20%, respondents whose domicile is Jakarta as much as 45 respondents n or 45%, respondents whose domicile is Bogor Regency as many as eight respondents or 8%, respondents whose domicile is Tangerang City as many as two respondents or 2%, respondents whose domicile is Padang as many as one respondents or 1%, respondents whose domicile is Serang as many as six respondents or 6%, respondents whose domicile is South Tangerang as many as two respondents or 2%.

Table 3 Respondents' Jobs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Swasta	40	40.0	40.0	40.0
	Pengusaha	5	5.0	5.0	45.0
	PNS	1	1.0	1.0	46.0
	Prlajar/Mahasiswa	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

From the questionnaire data in Table 3.2 above, the number of respondents whose jobs are civil servants is one person or 1%, respondents whose jobs are private employees as many as 40 people or 40%, respondents whose work is students/students as many as 54 people or 54%, respondents whose work is P business as many as five people or 5%. Based on the questionnaire results, the number of consumers based on respondents' occupations is more dominated by respondents whose jobs are students/students.

The t-test using *coefficients* analysis with SPSS 23 processing obtained the following data:

Table 4 t-test

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.797	.397		2.007	.048
	X1	.156	.155	.127	1.004	.318
	X2	.539	.127	.538	4.250	.000

a. Dependent Variable: Y1

**Promotion Mix Variable coefficient testing ( $X_1$ )**

From the table above, it can be explained that  $X_1$  calculated t value is 1.004 and significant 0.318. While the promotion mix of the table t-value at  $dk = n-k-1$  ( $100-2-1$ ) ( $\alpha$  0.025 two-tailed) so that the t-table is 1.98472. Because t-value > t-table, which is ( $1.004 < 1.98472$ ),

it can be concluded that  $H_0$  is accepted, which means that the Promotion Mix ( $X_1$ ) does not have a positive and significant effect on Consumer Loyalty ( $Y$ ) in Janji Jiwa.

#### **Testing of the variable coefficient of Service Quality ( $X_2$ )**

From the table above, it can be explained that  $X_2$  calculated a t-value of 4.250 and a significant 0.000. Meanwhile, the Quality of Service from the table t-value at  $dk = n-k-1$  ( $100-2-1$ ) ( $\alpha$  0.025 two-tailed) so that the t-table is 1.98472. Because t-value  $>$  t-table, which is ( $4.250 > 1.98472$ ),  $H_0$  is rejected, which means that Service Quality ( $X_2$ ) has a positive and significant effect on Consumer Loyalty ( $Y$ ) in Janji Jiwa.

#### **4. Conclusion**

Promotion Mix does not positively and significantly affect Consumer Loyalty. This can be interpreted if the Janji Jiwa product is improved again; it will not necessarily increase Consumer Loyalty to Janji Jiwa during the pandemic.

Service Quality has a positive and significant effect on Consumer Loyalty. This can be interpreted if the Quality of Service is further improved; it will further increase the loyalty of consumers in Janji Jiwa during the pandemic.

Promotion Mix and Service Quality together have a positive effect on Traveller Loyalty. In the results of this study, the Service Quality variable has the most significant impact on Consumer Loyalty in Janji Jiwa during the pandemic.

Janji Jiwa is already good at making motions, but to improve the Promotion Mix, promises of Souls can provide better and better motion accompanied by enhanced services such as giving promotions when coming to drink at the store.

Janji Jiwa, in terms of Service Quality, is good. Still, it is better to improve it with the current ones and make a positive service concept such as service that has never been found in other interesting cafes so that Janji Jiwa's service is better after the pandemic takes place.

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