

# The Effect of Customer Satisfaction, Service Quality, Customer Experience, and Trust on Customer Loyalty at Point Coffee Rajawali Branch in Palembang City

Agung Wijaya<sup>1</sup>, Nyimas Artina<sup>2</sup>

<sup>1,2</sup>Department of Management, Multi Data University Palembang, Indonesia

## ARTICLE INFO

### Article history:

Received Mar 22, 2026

Revised Apr 05, 2026

Accepted Apr 18, 2026

### Kata Kunci:

Customer satisfaction;

Service quality;

Customer experience;

Trust;

Customer loyalty Satisfaction

## ABSTRAK

A This study aims to examine the influence of customer satisfaction, service quality, customer experience, and trust on customer loyalty at Point Coffee Rajawali Branch in Palembang. This research used a quantitative approach with a causal associative design. The population consisted of 310 customers, and 175 respondents were selected using purposive sampling based on the Slovin formula with a 5% error tolerance. Data analysis was conducted using multiple linear regression. The results show that customer satisfaction, service quality, and customer experience have a positive and significant effect on customer loyalty. Meanwhile, trust does not have a significant effect on customer loyalty. Simultaneously, all independent variables significantly influence customer loyalty. Customer satisfaction is the most dominant factor affecting customer loyalty at Point Coffee Rajawali Palembang.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



## Corresponding Author:

Agung Wijaya,  
Department of management,  
Multi Data University Palembang, Indonesia  
Email: [agungasro2222@gmail.com](mailto:agungasro2222@gmail.com)

## 1. INTRODUCTION

The coffee shop industry in Indonesia has grown rapidly in recent years. This development is influenced by changes in lifestyle where coffee consumption has become part of daily activities for many people. Coffee shops are no longer only places to drink coffee but also places for social interaction, work, and relaxation. One of the main advantages of Point Coffee lies in its accessibility, as the brand is integrated with Indomaret convenience stores. This concept allows customers to easily purchase coffee while conducting their daily shopping activities. In addition, Point Coffee offers competitive prices and maintains relatively consistent product quality. These advantages have enabled Point Coffee to attract various consumer segments, including students, university students, and office employees

Customer loyalty is generally built through consistent product and service quality. When a company is able to meet or exceed customer expectations continuously, customers tend to develop a strong attachment to the brand. This condition is closely associated with customer satisfaction, where positive experiences not only encourage repeat purchases but also motivate customers to recommend the brand to others

However, customer loyalty is not solely influenced by satisfaction. It is also shaped by the overall customer experience during interactions with the brand, including employee friendliness, service efficiency, and the reliability of the products provided. Furthermore, trust plays a crucial role in maintaining long-term relationships with customers. Customers are more likely to remain loyal to companies that are perceived as honest, credible, and capable of fulfilling their promises (Mujito et al., 2024).

## 2. RESEARCH METHOD

This study employed a quantitative research approach. Quantitative research focuses on numerical data that can be measured and analyzed using statistical techniques. According to Sugiyono (2020), quantitative methods are used to examine relationships between variables through objective measurement and statistical analysis.

The research design applied in this study is descriptive and causal associative. This design aims to identify and analyze the relationship between two or more variables without making direct comparisons among them. The study focuses on Point Coffee Rajawali Palembang as the research object, with particular attention to the variables of customer satisfaction, service quality, customer experience, and trust. The subjects of this research were customers who had visited Point Coffee Rajawali at least three times. This criterion was used as an indicator of customer loyalty based on the theory proposed by Ariasih et al. (2023). The population consisted of customers who had made transactions at the outlet at least twice during 2024, totaling 310 individuals.

Keterangan :

n : Sampling

N : population

e : Percentage

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{310}{1 + 310(0,05)^2}$$

$$n = 174,64 \text{ (175)}$$

To obtain representative data, this research applied a purposive sampling technique. This method selects respondents based on specific criteria that are relevant to the research objectives. The number of samples was determined using the Slovin formula with a margin of error of 5%. Based on this calculation, the total number of respondents selected for this study was 175 people.

## 3. RESULTS AND DISCUSSION

### Uji normalitas

The normality test was conducted to determine whether the residual values in the regression model were normally distributed. One of the statistical methods used to test normality is the Kolmogorov–Smirnov test. If the significance value is greater than 0.05, the data are considered normally distributed, whereas a value below 0.05 indicates non-normal distribution (Ghozali, 2021).

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		175
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.24819952
Most Extreme Differences	Absolute	.044
	Positive	.044
	Negative	-.034
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the normality test, the Asymp. Sig. value obtained was 0.200, which is greater than 0.05. Therefore, it can be concluded that the research data are normally distributed.

### Uji hipotesis t

The t-test was used to determine the individual influence of each independent variable on the dependent variable. According to Ghozali (2021), the t-statistic indicates the extent to which each independent variable affects the dependent variable.

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.280	1.711		-.163	.870
	Kepuasan pelanggan	.874	.059	.722	14.842	.000
	Kualitas pelayanan	.147	.055	.118	2.692	.008
	Pengalaman pelanggan	.253	.072	.170	3.502	.001
	kepercayaan	-.033	.048	-.030	-.687	.493

a. Dependent Variable: total

The results of the t-test show that:

Customer satisfaction has a t-value of 14.842, which is greater than the t-table value of 1.6538, with a significance value of  $0.000 < 0.05$ . This indicates that customer satisfaction has a positive and significant influence on customer loyalty. Service quality has a t-value of 2.692, which is also greater than the t-table value of 1.6538, with a significance value of  $0.008 < 0.05$ . This result indicates that service quality positively and significantly influences customer loyalty. Customer experience shows a t-value of 3.502, which is higher than the t-table value of 1.6538, with a significance value of  $0.001 < 0.05$ . This finding indicates that customer experience significantly affects customer loyalty. Meanwhile, the trust variable shows a t-value of -0.687, which is lower than the t-table value of 1.6538, with a significance value of  $0.493 > 0.05$ . This result indicates that trust does not have a significant influence on customer loyalty.

### Uji Hipotesis F

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	575.285	4	143.821	90.189	.000 <sup>b</sup>
	Residual	271.092	170	1.595		
	Total	846.377	174			

a. Dependent Variable: toty

b. Predictors: (Constant), totx4, totx3, totx2, totx1

The F-test is used to examine whether all independent variables simultaneously influence the dependent variable. According to Ghozali (2021), this test evaluates the collective effect of independent variables on the dependent variable.

Based on the results of the ANOVA test, the calculated F-value is 90.189, which is greater than the F-table value of 2.42, with a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that customer satisfaction, service quality, customer experience, and trust simultaneously have a positive and significant influence on customer loyalty at Point Coffee Rajawali Palembang

## 4. CONCLUSION

This study analyzed customer loyalty at Point Coffee Rajawali Palembang using a quantitative associative approach. The results of the analysis indicate that customer satisfaction, service quality, and customer experience have a positive and significant influence on customer loyalty. Among these variables, customer satisfaction is identified as the most dominant factor influencing customer loyalty. This suggests that customers tend to remain loyal when they feel satisfied with the products and services provided. However, the trust variable does not show a significant individual influence on

customer loyalty. Despite this, when analyzed simultaneously with other variables, trust still contributes to the overall influence on customer loyalty. Overall, the findings indicate that improving customer satisfaction, enhancing service quality, and creating positive customer experiences are important strategies for strengthening customer loyalty at Point Coffee Rajawali Palembang

#### REFERENCES

- Ariasih, N. K., Putra, I. G. N. A., & Dewi, N. M. W. (2023). Customer loyalty indicators in retail service industry. *Journal of Marketing Management*, 12(2), 45–56.
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS* (10th ed.). Semarang: Badan Penerbit Universitas Diponegoro
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15<sup>th</sup> ed.). Pearson Education.
- Mujito, M., Sari, D., & Pratama, A. (2024). Customer experience and satisfaction in the coffee shop industry. *Journal of Consumer Behavior*, 15(1), 35–45.
- Tjiptono, F. (2019). *Strategi pemasaran* (4th ed.). Yogyakarta: Andi.
- Yoo, M., & Bai, B. (2013). Customer loyalty marketing research. *Journal of Hospitality Marketing & Management*, 22(3), 1–23.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill.