CONSUMER SATISFACTION AND LOYALTY OF MODERN COFFEE SHOPS IN THE CITY OF MEDAN

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ABSTRACT

This research aims to determine the consumer decision-making process in purchasing coffee at modern coffee shops and the level of consumer satisfaction and loyalty towards modern coffee shops in Medan Petisah District. The sampling technique used in this study is purposive sampling. Data analysis using descriptive analysis, CSI, IPA, and brand loyalty. Research results obtained: 1) In The process of purchasing Miel Coffee products, most consumers consider it important to drink coffee every day, then choose to drink coffee at Miel Coffee because of its attractive place and learn about Miel Coffee from friends with the initial consideration to visit due to the comfort of the place, then decide to buy spontaneously and feel satisfied after consuming coffee at Miel Coffee. 2) The level of consumer satisfaction with Miel Coffee's attributes is 82 percent, which means consumers are delighted with the service provided by Miel Coffee. Based on the Importance Performance Analysis (IPA) results, the attributes that need to be maintained are those in quadrant II. 3) The results of consumer loyalty at Miel Coffee are pretty good. Miel Coffee consumers can be considered quite loyal because most of them have recommended that others buy from Miel Coffee.

INTRODUCTION

Coffee is a drink that Indonesian people like because of its taste and aroma. This drink is popular with all ages from generation to generation (USDA, 2023). At this time, people often visit Coffee Shops not just to drink coffee but to do chores, gather with friends and family, and do work (Kasimin, 2017). Modern coffee shops can be defined as establishments that not only serve coffee but also provide a contemporary social environment that reflects urban lifestyles, artistic ambiance, and innovative concepts in their offerings (Nisa et al., 2022). Additionally, the modern coffee shop phenomenon represents a cultural shift where coffee consumption becomes a marker of identity and lifestyle. This shift is influenced by globalization and local adaptations, blending traditional coffee culture with modern urban elements. Features like open spaces, Wi-Fi connectivity, and artistic aesthetics contribute to their appeal, particularly among younger generation (Lee et al., 2018)(Muhammad & Noviaristanti, 2021).

This has triggered an increase in the number of Coffee Shops in the city of Medan, based on data **Medan city tax and levy management agency (2023)** where in 2019 there were 282 Coffee Shops, until in 2023, the number of Coffee Shops in the city of Medan amounted to 1,184.

Table 1. Number of Coffee Shops in Medan City

Name of District	Number of Coffee Shops
Medan Petisah	100
Medan Kota	98
Medan Polonia	89
East Medan	88
Johor Field	87

Source : Medan city tax and levy management agency, 2023

Based on the table above, the Medan Petisah sub-district is one of the 19 sub-districts in Medan where there are the most Coffee Shops. Miel Coffee is one of the Coffee Shops in the Medan Petisah sub-district that sells coffee drinks, non-coffee, and food and provides complete facilities such as an Indoor Area, Socket, Wi-Fi, Photo Spot, Toilet, Parking Area, and several other facilities.

The more modern coffee shops, the tighter the competition between coffee shop owners (Ainun et al., 2023) (Wirayudha et al., 2022). Therefore, modern coffee shop owners need to know what makes consumers satisfied and loyal to the coffee shop (Febrianingsih et al., 2023) (Irwanti, 2017). The author raised the research title to "Satisfaction and Loyalty of Modern Coffee Shop Consumers in the City of Medan."

RESEARCH METHODS

This study used a quantitative research method to process data and information. According to Sugiyono (2017), the quantitative research method is based on the philosophy of positivism, used to research a specific population or sample, data collection using research instruments, and quantitative or statistical data analysis.

This research will be conducted at Miel Coffee on Jl, Dazam Razak No. 4, Petisah tengah, Kec. The research location was determined deliberately (purposive), considering that the Medan Petisah sub-district is one of the Medan cities with the most coffee shops and can provide the information needed in the research.

The sampling technique used in this study is non-robotization sampling in the form of purposive sampling, a technique for determining samples with specific considerations. It can be used as a sample if the person is suitable as a data source found in modern and traditional coffee shops. The population drinking coffee cannot be determined, so 50 samples were used for this study. The minimum sample criteria of being 17 years old and having come to a modern coffee shop more than 3 times.

Method of Collecting Data

This study's primary and secondary data are primary and secondary. Primary data is obtained through

1. Observation was conducted to obtain primary data by observing the research location, especially those related to coffee consumers.
2. Interviews were conducted to obtain primary data through direct question-and-answer sessions with consumers at the research location.
3. A questionnaire was conducted to obtain primary data, consisting of a list of questions prepared by the researcher beforehand and filled out by respondents.
4. Documentation, conducted to complement the obtained data in the form of notes or images that can provide more complete information related to the research.

Data Analysis Method

Customer Satisfaction Index (CSI)

The customer satisfaction index (CSI) determines the overall level of customer satisfaction with an approach that considers the level of importance of the variables measured (Rahmasari et al., 2017). This CSI method includes the following stages:

1. Calculate the weighting factor (WF), which converts the importance value into a percentage to obtain an important weight factor with a total of 100 percent. The weighting factor is a function of the Means Important score (MISi) for all attributes or indicators

$$Weight\ Factor \frac{MISi}{Total\ MISi}\ X\ 100\%$$

Information:
i= ith attribute

2. Calculate the customer satisfaction index (CSI) by:
   a. Calculating the weighted score (WS) is the multiplication between the mean satisfaction score (MSS) and the weighted factor (WF).
      With the formula WS= MSS x WF
   b. Calculate the weighted average (WA), which shows all weighted scores (WS) with all product and service quality attributes.
   c. Calculate the customer satisfaction index (CSI) by the weighted average (WA) divided by the maximum scale (Highest scale / HS) used multiplied by 100%.

$$CSI \frac{WA}{HS}\ X\ 100\%$$

The overall level of respondent satisfaction can be seen from the consumer satisfaction level criteria. The highest satisfaction is achieved when the CSI shows 100 percent. The satisfaction range ranged from 0-100 percent. To create a numeric linear scale, we first find the scale range (RS) with the formula:

$$RS = \frac{m-n}{b}$$

Information:
m= Highest score n= Lowest score
b= number of classes or categories to be created

Table 2. Interpretation of customer satiscation index

Index Figures	Interpretation
0,00-0,34	Very Dissatisfied
0,35-0,50	Dissatisfied
0,51-0,65	Quite Satisfied
0,66-0,80	Satisfied
0,81-1,00	Veri Satisfied

Source: Rahmasari, et al. 2017:91

Importance Performance Analysis (IPA)

Importance performance analysis (IPA) is an analysis technique used to identify what important performance factors must be demonstrated by an

organization to meet consumer satisfaction (Awan et al., 2015). The assessment results of the level of importance and the performance assessment results will be obtained as a calculation regarding the level of conformity between the level of importance and the level of implementation by the service presenter. The conformity level results from a comparison between the implementation performance score and the importance score, so this level of conformity will determine the priority scale that will be used to handle factors that affect consumer satisfaction. The formula for determining the level of conformity is:

$$TK = \frac{X}{Y} \; X \; 100\%$$

Information:
TK= Respondent's level of suitability
X= Score of the service provider's performance assessment
Y= Score of the assessment of the interests of service users (consumers)

Table 3. Performance Level and Importance Measurement Scale

Score	Performance	Interests
1	STP	STP
2	TP	TP
3	CP	CP
4	P	P
5	SP	SP

Source: (Awan et al., 2015)

The following is an explanation of each quadrant in the Cartesian diagram:

1. *Quadrant I (Concentrate These)* is an area that contains factors that are considered important by customers. However, these factors do not match customer expectations (the level of satisfaction obtained is still low). The variables included in this quadrant must be improved.
2. *Quadrant II (Keep Up The Good Work)* is an area that contains factors considered important by customers and factors that customers consider to be following what they feel so that the level of satisfaction is relatively higher. The variables included in this quadrant must be maintained because all of these variables make the product or service superior in customers' eyes.
3. *Quadrant III (Low Priority)* is an area that contains factors considered less important by customers, and their performance is not very special. The increase in the variables included in this quadrant can be reconsidered

because the effect on the perceived benefits by customers is minimal.
4. *Quadrant IV (Possible Overkill)* is an area that contains factors that are considered less important by customers and felt to be too excessive. The variables included in this quadrant can be reduced so that the company can save costs.

Brand Loyalty Analysis

In analyzing consumer loyalty (Ali, 2019), the following methods can be used:

1. Switcher Buyer Analysis
   Switcher Buyers are consumers sensitive to price changes, so the level of loyalty is placed at the bottom. Respondents who fall into this category answered "agree" and "strongly agree" that they make purchases for more substantial prices than other reasons.
   The calculation results are interpreted based on the average values produced into the following scale ranges:1.00 – 1.80 = Never
   > 1.81 – 2.60 = Rare
   > 2.61 – 3.40 = Occasionally
   > 3.41 – 4.20 = Frequent
   > 4.21 – 5.00 = Always

2. Habitual Buyer Analysis
   This analysis is used to see how much of the respondents' percentage buys at Miel Coffee due to habit factors. A habitual Buyer is a respondent who is categorized as a buyer who is satisfied with the product he consumes. Respondents included the Habitual Buyers in this study who visit Miel Coffee more than three times a week. The calculation is carried out through tabulation as follows.
   The calculation results are interpreted based on the average values produced into the following scale ranges:1.00 – 1.80 = strongly disagree
   > 1.81 – 2.60 = Disagree
   > 2.61 – 3.40 = Doubt
   > 3.41 – 4.20 = Agree
   > 4.21 – 5.00 = Strongly Agree

3. Satisfied Buyer Analysis
   This analysis is used to see how much percentage of respondents are satisfied. However, they may move their purchase to another brand by incurring the switching cost associated with time, money, or the performance risk inherent in switching brands. Respondents who are Satisfied Buyers are respondents who feel satisfied and decide to return

to Miel Coffee. The calculation is carried out through tabulation as follows.

The calculation results are interpreted based on the average values produced into the following scale ranges:

1.00 – 1.80 = Very Dissatisfied
1.81 – 2.60 = Dissatisfied
2.61 – 3.40 = Average
3.41 – 4.20 = Satisfied
4.21 – 5.00 = Very Satisfied

4. Liking the Brand Analysis

This analysis was used to see how many respondents liked the Miel Coffee brand. Respondents included in Liking the Brand answered that they like Miel Coffee products for the quality provided. The calculation is carried out through tabulation as follows.

The calculation results are interpreted based on the average values produced into the following scale ranges:1.00 – 1.80 = Very Dislike

1.81 – 2.60 = Dislikes
2.61 – 3.40 = Average
3.41 – 4.20 = Likes
4.21 – 5.00 = Very Much Like

5. Comitted Buyer Analysis

This analysis is used to see how large the percentage of respondents who are loyal customers of Miel Coffee is. Respondents who are Committed Buyers are respondents who answered yes and strongly agree that they have skyrocketed Miel Coffee to others. The calculation is carried out through tabulation as follows.

The calculation results are interpreted based on the average values produced into the following scale ranges:1.00 – 1.80 = Never

1.81 – 2.60 = Rare
2.61 – 3.40 = Occasionally
3.41 – 4.20 = Frequent
4.21 – 5.00 = Always

RESULTS AND DISCUSSION

Consumer decision-making, manifested in purchasing activities, does not occur spontaneously but follows a process consisting of five stages: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior (Kotler, 2013). The following is a description of these five stages:

1. Purchase Decision Process

a. Problem Introduction

Problem recognition is the first stage experienced by Miel Coffee's customers, where they become aware of a problem or need. This includes recognizing the importance of drinking coffee daily and the motivation behind purchasing coffee at Miel Coffee.

Table 4. How Important Is It To Drink Coffee Every Day

How Important Is It To Drink Coffee Every Day	Sum	Percentage
Very Important	2	4%
Important	40	80%
Not Important	8	16%
Total	50	100%

Drinking coffee on a daily basis is important for most consumers, with 40 people, representing 80%, stating this preference. This is because drinking coffee has become a habit for some people in Indonesia. Most people enjoy coffee in the morning, and some enjoy it during the day or at night while working or relaxing with friends or family. This differs from the research (Shabrina, F., 2023) that consuming coffee daily does not affect purchasing decision-making.

b. Information Search

After completing the problem recognition stage, consumers proceed to the next step, which is the information search stage. This involves gathering information about the existence of Miel Coffee.

Table 5. Consumer Information Sources About the Existence of Miel Coffee

Resources	Sum	Percentage
Family	7	14%
Friend	31	62%
Advertising/promotion	12	24%
Total	50	100%

Based on the analysis results, respondents got information about Miel Coffee from 31 friends, with a percentage of 62%. The acquisition of information from friends is also the main factor that most influences consumers in buying. This finding aligns with the research (Rukmana et al., 2017) that print and electronic media play an important role in the search for information about products to be purchased.

c. Alternative Evaluation

At this stage, consumers apply specific criteria that align with their preferences. To gain insight into this process, consumers are asked questions related to the factors they consider when visiting Miel Coffee.

Table 6. Indicators that are the initial consideration of visiting

Attributes considered	Sum	Percentage
Cheap Price	2	4%
Close to Residence	14	28%
Comfort of the place	32	64%
Other	2	4%
Total	50	100%

Based on the analysis results, the comfort of the place is the first indicator that is the initial consideration for 32 respondents, or 64%, when purchasing coffee at Miel Coffee. This means that Miel Coffee has a calm atmosphere, which attracts consumers to buy products and feel comfortable lingering there. The comfort of the place will build consumer trust, which can support consumer satisfaction. This shows that the strategic location of Miel Coffee is an initial consideration for some consumers who want to drink coffee at Miel Coffee. This is contrary to the research by (Widagdo et al.,2022), which states that the good taste of the product is the reason consumers visit coffee shops.

d. Purchase Decision

The act of purchasing represents the final major stage in the consumer behavior model. The determinants of purchase intention typically play a more prominent role compared to other factors. The purchasing process can be observed through how decisions are made and how consumers respond to potential price increases.

Table 7. How to Decide to Buy at Miel Coffee

How to Decide on a Purchase	Sum	Percentage
Always Plan to Buy From Home	4	8%
Depends on the Situation	21	42%
Suddenly	25	50%
Total	50	100%

Looking at the table of how to decide to buy, half of the respondents suddenly decided to buy coffee at Miel Coffee, with as many as 25 respondents, with a percentage of 50%. Most consumers decide to buy when they feel like visiting and enjoying coffee at Miel Coffee. This study's results align with

(Vioni 's, 2013) (Ilham Arifin & Ayi Ahadiat, 2023) findings that consumers choose to visit coffee shops spontaneously.

e. Post-Purchase

The purchasing decision process does not end at the point of purchase. Next, consumers will evaluate whether the purchase meets their expectations. The outcome of this evaluation process is either a sense of satisfaction or dissatisfaction, along with the intention to repurchase at Miel Coffee.

Table 8. Satisfaction Level After Consuming Coffee at Miel Coffee

Satisfaction Level	Sum	Percentage
Satisfied	49	98%
Dissatisfied	0	0%
Ordinary	1	2%
Total	50	100%

The evaluation process results in satisfaction or dissatisfaction and the intention to buy back at Miel Coffee. Based on the study's results, it is known that 49 respondents, with a percentage of 98%, stated that they were satisfied after drinking coffee at Miel Coffee. This aligns with the research by (Sihombing, V. U., Fariyanti, A., & Pambudy, R., 2023) who states that consumers feel satisfied after coffee at coffee shops.

2. Consumer satisfaction

The calculation of consumer satisfaction levels using the Customer Satisfaction Index (CSI) requires the average scores for both the importance level and performance level of the attributes present at Miel Coffee.

1. Product

Based on the calculation results, there is an average score of performance level that is still below the average score of the level of importance, meaning that there are attributes that are still not by consumer expectations, such as attributes of a variety of product types, various flavors, and product suitability. This is not in line with researcher (Widagdo, N. O., Nuraini, C., & Mamoen, M. I., 2022)., where the average score of the level of performance is above the average score of the level of importance. In this case, Miel Coffee needs to improve its performance by adding a variety of coffee drink products and more coffee drink flavors than existing ones so that consumers do not only choose the same type and taste of drinks. Miel Coffee must also maintain taste performance, price attributes, and coffee's appearance to maintain customer satisfaction.

Information:

AIS = Average Importance Score   APS = Average Performance Score
IWF = Importance Weighting   WS = Weighted Score
Factor

a. Customer Satisfaction Index (CSI)

Table 9. Miel Coffee Customer Satisfaction Index (CSI) Calculation

It	Indicators	AIS	IWF	APS	WS
	Product				
1	Variety of product types	4,34	4,36%	3,56	0,15
2	assortment of flavors	4,28	4,30%	3,42	0,14
3	Taste and price	4,4	4,42%	4,44	0,19
	conformity of the ordered				
4	product	4,48	4,50%	4,5	0,2
5	Coffee display	4,46	4,48%	4,54	0,2
	Price				
6	Affordable Coffee Prices	4,18	4,20%	4,3	0,18
7	Cheaper price	4,26	4,28%	4,22	0,18
8	Price and Quality	4,36	4,38%	4,38	0,19
	Place				
9	Strategic location	4,18	4,20%	4,76	0,19
10	Comfort of place	4,42	4,44%	4,58	0,2
11	Cleanliness of the place	4,46	4,48%	4,6	0,2
	Promotion				
12	Special Day Promotions	4,3	4,32%	2,7	0,11
13	Promotion on social media	4,16	4,18%	3,26	0,13
14	Content suitability	4,5	4,52%	4,48	0,2
	Browse				
15	Hospitality of waiters	4,88	4,50%	5,18	0,23
16	Agility of the server	4,88	4,50%	4,9	0,22
	Information provided by the				
17	waiter	5,04	5,06%	4,68	0,23
	Process				
18	Serving speed	5,02	5,04%	4,68	0,23
19	ease of payment	5	5,02%	4,36	0,21
	Physical evidence				
20	decoration and layout	4,68	4,70%	4,7	0,22
21	Wifi and AC availability	4,64	4,66%	3,66	0,17
22	Parking Area Availability	4,5	4,52%	3,16	0,14
	Total	**99,42**	**100%**	**72,6**	
	Weighted Average				**4,11**
	Customer Satisfaction Index(%)				**82%**

Source: Author data 2024

2. Price

Based on the calculation results, the performance level of Miel Coffee on the price variable is quite good. This does not align with Rossi M et al.'s (2021) research, where the average performance level score is reasonably good. In this case, Miel Coffee must maintain its performance on price variables, such as not increasing product prices, not making prices more expensive than other coffee shops, and maintaining product quality at existing prices so that consumers are more satisfied after visiting and consuming Miel Coffee products.

3. Place

Based on the results of the calculation, the average score of the level of performance on the place variable is above the average score of the level of importance of the place variable, and this is in line with the research of Nuraziizah, Z et, al (2023) (Binagusto Mochammad, Mukhamad Najib, 2020), namely the average score of the level of performance exceeds the average score of the level of importance based on the variable of place. Miel Coffee is expected to maintain its performance, such as maintaining the cleanliness and comfort of the place because that way, consumers will want to visit and feel at home for a long time at Miel Coffee.

4. Promotion

Based on the calculation results, the average score of the performance level of the promotion variable is below the average score of the importance level of the promotion variable. This is inversely proportional to the research of Nuraziizah, Z et al. (2023), where the average score of the performance level of the promotion variable is higher than the average score of the importance level of the promotion variable. In this case, Miel Coffee must improve the promotion of special days and promotions on social media. Some consumers feel it is important to have promotions on special days and know information from social media, including Instagram. Miel Coffee is also expected to post information about its products consistently.

5. People

Based on the study's results, the average score of the performance level of the person variable is above the average score of the level of importance of the person variable. This is in line with the research of Shabrina F (2023). In this case, Miel Coffee must maintain the performance of the variables of the person in the attributes of the server's friendliness and the server's alertness; both of these characteristics are considered important by consumers and are considered in knowing whether the consumer is satisfied or not. At Miel Coffee, the server is very friendly, from welcoming consumers when they come, when consumers order, and when products are delivered until they leave Miel Coffee.

6. Process

Based on the calculation results, the average score of the performance level of the process variable is below the average score of the importance level of the process variable. This is in line with the research of Shabrina F (2023), where there is an average score of the performance level of the process variable below the average score of the importance level. In this case, Miel Coffee must improve its performance, especially regarding presentation speed and ease of payment. Customers who visit Miel Coffee are always crowded; in this case, the server presenting the product must be slow. Therefore, Miel Coffee is expected to increase the number of servers so that they can quickly serve products.

7. Physical Evidence

Based on the study's results, there are attributes with an average performance level score lower than the average interest level on the physical evidence variable. This is different from Widagdo, N. O., Nuraini, C., & Mamoen, M. I., 2022) research, which found that the average performance level score on the parking area availability attribute is higher than the average score of the level of importance of the physical evidence variable. In this case, Miel Coffee needs to pay attention to the attributes of the parking area so that it becomes material for evaluation and improvement of performance. Consumers who visit Miel Coffee mostly use cars, but the parking areas available around the location of Miel Coffee do not exist; consumers usually park their vehicles on the side of public roads, which makes consumers less satisfied with the attributes of the parking area and Miel coffee is expected to improve it.

b. *Importance Performance Analysis* (IPA)

The mapping in the Cartesian diagram, based on the importance and performance levels, indicates that Miel Coffee will focus on improving attributes that are considered most important by customers, both in the short term and the long term.
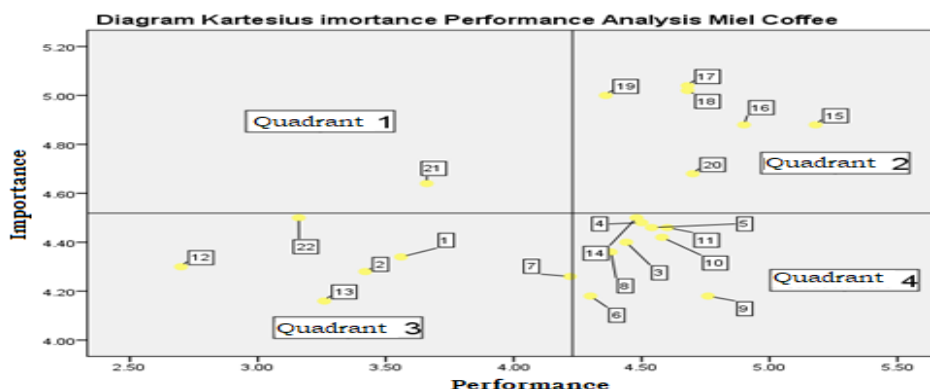

Figure 1. Cartesian Diagram Importance Performance Analysis Miel Coffee

1. Quadrant I (First Priority)
   Attributes in quadrant I must be the top priority for Miel Coffee in improving performance to meet and increase consumer satisfaction. Based on research in the field, there are attributes of Wifi and AC Availability (21), which are included in quadrant I.
2. Quadrant II (Maintain Achievements)
   Quadrant II in the Cartesian Importance *Performance Analysis* (IPA) diagram contains attributes considered important by consumers, and their performance level is based on consumer expectations. Therefore, the performance of these attributes must be maintained by Miel Coffee. The attributes included in the second quadrant are the attributes of the hospitality of the waiter (15), the alertness of the waiter (16), the information provided by the employee (17), the speed of the employee (18), the ease of payment transactions (19), the decoration and spatial planning (20).
3. Quadrant III (Low Priority)
   Quadrant III in the Cartesian *Importance Performance Analysis* (IPA) diagram contains attributes considered less important for consumers, but the level of performance could be better. The attributes included in the third quadrant are attributes of a variety of product types (1), various flavors (2), cheaper prices (7), promotions on special days (12), promotions on social media (13), and availability of parking areas (22).
4. Quadrant IV (Excessive)
   Quadrant IV in the Cartesian *Importance Performance Analysis* (IPA) diagram contains attributes considered less important to consumers, but their performance is considered too excessive. The following attributes included in the fourth quadrant are taste and price attributes (3), suitability of the ordered product (4), coffee appearance (5), affordable price (6), strategic location (9), comfort of the place (10), cleanliness of the place (11), suitability of content (14) (Julian, D. T., Sari, H. L., & Fredricka, J, 2022).

3. Consumer loyalty

Criteria, which include the following: consumers who purchase Miel Coffee because of price factors (switcher/price buyer), those who buy it out of habit (habitual buyer), consumers who are satisfied with previous purchases (satisfied buyer), consumers who genuinely like the Miel Coffee menu (liking the brand), and consumers who recommend Miel Coffee to others (committed buyer).

a. Brand Loyalty Analysis

    1. Switcher *Buyer Analysis*

Based on the results of the switcher calculation, it was obtained that Miel Coffee consumers never move to another coffee shop if the price offered is cheaper than the price offered by Miel Coffee.

Table 10. Results of *Switcher Buyer Analysis*

Brand	Answer	X	F	f.X	%
Miel Coffee	Never	1	16	16	32%
	Infrequently	2	32	64	64%
	Sometimes	3	2	6	4%
	Often	4	0	0	0%
	Always	5	0	0	0%
	Total		**50**	**86**	**100%**
	Average			**1,72**	
	Switcher Buyer			**0%**	

Source: Author's data, 2024

This is shown by an average score of 1.72, which is included in the Never because it is in the range of 1.00-1.80. This is not contrary to Rossi et al. 's (2021) research that, based on an average score of 4.17, respondents are likely to move to another coffee shop. None of the respondents was sensitive to price (0 percent).

2. Habitual *Buyer Analysis*

Consumers who have a habit of visiting more than four times a week. However, consumers in this category cannot be said to be loyal because habits are the main factor in buying.

Table 11. Results of Habitual buyer analysis

Brand	Answer	X	F	f.X	%
Miel Coffee	Strongly disagree	1	9	9	18%
	Disagree	2	31	62	62%
	Nervous	3	3	9	6%
	Agree	4	7	28	14%
	Strongly Agree	5	0	0	0%
	Total		**50**	**108**	**100%**
	Average			**2.16**	
	Habitual Buyer			**14%**	

Source: Author's data, 2024

Based on the calculation of Habitual Buyers, it was obtained that Miel Coffee consumers were included in the Habitual buyer classification of 2.16, so they were included in the Disagree category (1.81-2.60). It can be seen that most voters disagree that the decision to visit is due to habit. Consumers who visit due to habit factors are only seven people (14 percent). This shows that no consumer visits Miel Coffee more than four times a week, and most consumers choose to move from one coffee shop to another even though they are satisfied with the products and services Miel Coffee provides.

3. Satisfied Buyer Analysis

Satisfied Buyer" refers to Miel Coffee consumers who answer "satisfied" or "very satisfied" on the questionnaire.

Table 12. Results of Satisfied Buyer Analysis

Brand	Answer	X	F	f.X	%
Miel Coffee	Very Dissatisfied	1	0	0	0%
	Dissatisfied	2	1	2	2%
	Quite satisfied	3	12	36	24%
	Satisfied	4	32	128	64%
	Highly satisfied	5	5	25	10%
	Total		**50**	**191**	**100%**
	Average			**3.82**	
	Satisfied Buyer			**74%**	

Source: Author's data, 2024

This study's results differ from research that the value of Satisfied Buyers is considered not good enough. Based on the results of the Satisfied Buyer calculation in the table above, Miel Coffee consumers are satisfied with consuming Miel Coffee products, with an average value of 3.82 (scale range 3.41-4.20). Consumers who are satisfied buyers make up 74 percent (37 people).

4. Analyzing Liking the Brand

Based on the Liking, the Brand calculation results in the table above, the average Miel Coffee consumer stated that they liked the Miel Coffee brand. This is shown by the average score of 4.1 (scale range 3.41-4.20) of consumers who like Miel Coffee, which is 92 percent (46 people).

Table 13. Results of Liking The Brand Analysis

Brand	Answer	X	F	F.X	%
Miel Coffee	Very dislike	1	0	0	%
	Dislike	2	0	0	0%
	Ordinary	3	4	12	8%

	Like	4	37	148	74%
	Really Like	5	9	45	18%
Total			**50**	**205**	**100%**
Average				**4,1**	
Liking the Brand				**92%**	

Source: Author's data, 2024

This shows that consumers prefer the quality of Miel Coffee products to coffee shops that have been visited before; this is also one of the things that makes consumers loyal and choose to come back to enjoy products from Miel Coffee compared to other coffee shops.

5. Committed Buyer Analysis

At this level, one form of consumer loyalty is demonstrated by actions such as recommending and promoting the brand to others. Consumers who fall into the "Committed Buyer" category are those who answer "agree" or "strongly agree" on the questionnaire.

Based on the Committed Buyer calculation results in the table above, the average consumer often recommends or promotes Miel Coffee to others. This is indicated by an average value of 3.88 (scale range of 3.41-4.20), which means that most respondents agree to recommend Miel Coffee to other parties. Consumers usually recommend it to friends or family, both those who have never visited and those who have visited (Qomariyah, N., & Santoso, I., 2014).

Table 14. Results of Committed Buyer Analysis

Brand	**Answer**	**X**	**F**	**f.X**	**%**
Miel Coffee	Never	1	0	0	0%
	Infrequently	2	6	12	12%
	Sometimes	3	13	39	26%
	Often	4	12	48	24%
	Always	5	19	95	38%
Total			**50**	**194**	**100%**
Average				**3.88**	
Commited Buyer				**62%**	

Source: Author's data, 2024

CONCLUSIONS AND POLICY IMPLICATIONS

Conclusion

1. The decision-making process for purchasing Miel Coffee products, most consumers consider it important to drink coffee every day, then choose to drink coffee at Miel Coffee because of its attractive place and learn about Miel Coffee from friends, initially considering visiting due to the comfort of the place, then deciding to purchase spontaneously and feeling satisfied after consuming coffee at Miel Coffee.
2. The level of consumer satisfaction with Miel Coffee's attributes is 82%, which means consumers are satisfied with the service provided by Miel Coffee. The attributes that must be maintained are the attributes in quadrant II. (hospitality of the server, alertness of the server, the information provided by employees, speed of employees, ease of payment transactions, decoration, and spatial planning).
3. The results of consumer loyalty at Miel Coffee are good. The number of Switchers is 0%, the number of Habitual Buyers is 14%, the number of Satisfied Buyers is 74%, the number of Brand Lovers is 92%, and the number of Committed Buyers is 62%. Miel Coffee consumers can be considered quite loyal.

Suggestion

1. Miel Coffee needs to maintain the attributes hospitality of the server, alertness of the server, the information provided by employees, speed of employees, ease of payment transactions, decoration, and spatial planning).
2. Miel Coffee should improve its WiFi and AC availability performance so that consumers are satisfied and loyal to Miel Coffee.

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