



## THE INFLUENCE OF CUSTOMER VALUE AND SERVICECAPE ON CUSTOMER LOYALTY CASE STUDY OF HIZZY COFFEE MEDAN

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### Article Info

#### Article history:

Received :  
Revised :  
Accepted :  
Available online  
<http://jurnal.uinsu.ac.id/index.php/analytica>

E-ISSN: 2541-5263

P-ISSN: 1411-4380



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### ABSTRACT

*This study aims to analyze the influence of Customer Value and Layout on Customer Loyalty at Hizzy Coffee Medan as one of the representations of local coffee shop businesses. The research method used combines a quantitative approach through descriptive analysis and multiple linear regression analysis to test the relationship between the variables studied. Data were obtained from distributing questionnaires to active Hizzy Coffee customers. The results of the study indicate that both customer value and layout simultaneously have a positive and significant effect on customer loyalty. Specifically, layout has a dominant contribution in influencing customer loyalty, where comfortable, aesthetic, and functional room arrangements encourage increased customer satisfaction and repeat visits. These findings emphasize the importance of coffee shop management in maintaining and developing service quality, physical facilities, and interior design that are in accordance with customer preferences. The practical implications of this study provide recommendations for Hizzy Coffee managers and the coffee shop industry in general to integrate strategies for strengthening customer value and optimizing layout as an effort to build sustainable customer loyalty.*

**Keywords:** Customer Value, Layout, Customer Loyalty, Coffee Shop, Hizzy Coffee Medan.

## 1. INTRODUCTION

Hizzy coffee has been established since 2021, this coffee shop has become one of the favorite places for teenagers and workers to gather with friends or colleagues. Due to its strategic and beautiful location, and not far from the office, this coffee shop has always been a memorable place for visitors. Visitors to Hizzy Coffee Medan are dominated by young people who like hangouts with a comfortable and aesthetic atmosphere. Their characteristics tend to be social, digital-savvy, and appreciate the comfort and completeness of facilities such as

indoor smoking areas, cool air conditioning, prayer rooms, gaming rooms, reading books, appropriate music and adequate parking making it an ideal place to relax, work or gather with friends (Dalimunthe, 2018; Ritonga et al., 2023). With a flexible modern lifestyle, they choose a coffee shop that not only offers quality products, but also creates an emotionally and functionally enjoyable experience that makes customers come back (ratnasari, 2015). From the visitor data above, it can be seen that the number of visitors to Hizzy coffee has increased, which is thought to have increased customer satisfaction, in March and April it decreased because it coincided with the fasting month, then in April to November it increased again (Harianto et al., 2023). The concept of customer value was once considered old-fashioned and endemic to consumer behavior. However, the concept was updated after 1990 when many organizations were asked to redirect planning to focus on providing superior customer value (Jamal, Othman, & Maheran, 2016; Rahayu, 2019). Since then, customer value has become the most important area in management practice aimed at attracting customers after quality, satisfaction and loyalty (Jamal, et al. 2016; Sebayang & Situmorang, 2019).

Customer value is the overall customer assessment of the usefulness of a product based on the perception of what is received and what is given (Zelvien Adhari, 2021:27). "Customer value is the difference between the total benefits and total sacrifices felt by consumers in providing a product or service" (Sudarso, 2016). Customer value is determined by the difference between benefits and total costs for customers (Tjiptono & Diana, 2020). Hizzy Coffee has a food menu starting from IDR 17,000 - IDR 41,000 and a drink menu starting from IDR 22,000 - IDR. 29,000.

Customer satisfaction is the level of feeling happy or disappointed after comparing the services or products received with those expected (Zulkarnaen, et al., 2018). Satisfied customers tend to remain loyal, buy more, are less sensitive to price changes and their conversations benefit the company. To increase customer satisfaction, cafe managers need to think about how to touch the hearts of consumers with a good experience. There are several factors that can influence customer satisfaction including customer value and servicecape. From these results it can be concluded that value is everything that is obtained from what is given by customers, therefore in terms of social recognition and menu prices are appropriate in the eyes of customers (Griffin, 2005; Ritonga et al., 2024). in terms of benefits and value will affect the value given by consumers. Wulandari & Sugiharto, (2015) said that every company must have the ability to provide value or benefits from the products or services they offer. This aims to encourage customer interest in reusing the company's products or services after feeling previous satisfaction. the value felt by customers will shape customer satisfaction.

Customer loyalty expresses the intended behavior related to products or services for the company. Customer loyalty, as one of the customer mentalities, has a good impression of the company, is committed to repurchasing the company's

products or services, and recommending products or services to others (Sinulingga & Sihotang, 2021). Improving the performance of company staff is one of the key factors in achieving success and business continuity amidst fierce competition. This aims to achieve a level of customer satisfaction which has an impact on increasing customer loyalty (Simanjuntak & Purba, 2020).

## 2. RESEARCH METHOD

The type of research used in this study is associative research with a quantitative approach. Associative research is a study that is intended to ask about the relationship between two or more variables (Sugiyono, 2019). This study aims to determine the relationship between customer value and servicescape on customer loyalty at Hizzy Coffee Medan. The measurement scale is an agreement used as a reference to determine the length of the interval in the measuring instrument, so that the measuring instrument when used in measurement will produce quantitative data (Sugiyono, 2019). The measurement of variables in this study uses a Likert scale. The Likert scale is a measuring instrument used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2019). The validity test in this study was conducted by giving a questionnaire to thirty consumers of Hizzy Coffee Medan, outside the predetermined research sample. Based on the number of respondents, the validity test was 30 people at a significance level of 5% (0.05). The reliability test was conducted by testing the instrument that had undergone validity testing on 30 consumers of Hizzy Coffee Medan, outside the research sample. In this study, the method used to determine whether data has a normal distribution or not statistically is by conducting the Kolmogorov-Smirnov (K-S) test. To detect data normality can also be done with Non-parametric statistics with the Kolmogorov-Smirnov test

## 3. RESULT AND ANALYSIS

### *Servicescape*

Based on the data obtained, the majority of Cafe Hizzy consumers feel that the facilities in the cafe have met their expectations, especially in terms of servicescape or the physical environment that affects the customer experience. These facilities include several important aspects such as parking, interior, and cafe atmosphere which includes elements such as lighting, music, and aroma. As many as 75% of consumers expressed their satisfaction with the genre of music played, which shows that the choice of music is very influential in creating a comfortable atmosphere. In addition, 68% of consumers are also satisfied with the aroma in the cafe, which can be an important factor in building a pleasant experience for visitors. Proper lighting and an attractive interior also contribute to consumer

comfort, which creates an atmosphere that is suitable for relaxing or working. However, although most aspects of the servicescape received positive responses, there are several areas that still need to be improved. One of them is the availability of parking. Based on the data, only 63% of respondents felt that the parking space provided was adequate, while 37% of other respondents felt dissatisfied. This is reflected in the lower average value compared to other aspects, which is 3.75.

Inadequate parking spaces can affect visitor comfort, especially for those who bring private vehicles. Therefore, it is necessary to consider increasing parking capacity or providing alternative facilities such as valet parking or cooperation with nearby parking lots so that visitors feel more comfortable and have no difficulty when coming to the cafe. In addition, another aspect that also needs attention is the placement of furniture in the cafe. Although 68% of respondents were satisfied with the condition of the existing furniture, the average value for this variable was 3.83, indicating room for improvement. Better furniture arrangement can create a more comfortable flow and make it easier for visitors to move around the cafe. For example, optimizing space for groups of visitors or adding more chairs and tables can improve overall comfort.

### ***Customer Value***

In the customer value variable, there are several aspects that need more attention, especially related to service, transaction processes, and taxes charged to consumers. Based on existing data, the average value for the service variable is 3.65, which shows that 42% of consumers are not satisfied with the service provided. This indicates that there is an opportunity to improve the quality of service, both in terms of speed, friendliness, and the ability of staff to provide a satisfying experience for visitors.

In addition, the transaction process at Hizzy Coffee is also a problem point for a number of consumers, with 37% of respondents feeling that the time needed to make a transaction is too long. Speed in the payment or ordering process is very important to ensure customer comfort, especially for those who come with limited time or who want to immediately continue other activities after enjoying a meal at the cafe. Therefore, there needs to be an evaluation and improvement in the transaction system, such as the use of a faster payment system or increasing the number of cashiers during peak hours.

Another aspect that needs attention is the tax charged to consumers. As many as 40% of respondents feel burdened by the taxes they have to pay, which reflects dissatisfaction with the additional costs that are felt as a burden. Although taxes are an obligation that every business must comply with, it is important for cafes to communicate these costs clearly to consumers or consider offering more transparent prices so that customers do not feel burdened. However, there are several aspects of the customer value variable that have received appreciation from consumers. As many as 66% of respondents feel that the products offered by

Hizzy Coffee are in accordance with their expectations, indicating that the product quality is adequate and meets customer expectations. In addition, 63% of consumers feel proud to choose Hizzy Coffee as a place to hang out because they do not feel outdated, indicating that this cafe has succeeded in creating a modern and up-to-date image in the eyes of consumers. Not only that, 63% of respondents also feel that the price charged is comparable to the product they receive, indicating that consumers feel they get good value for money.

### ***Customer Loyalty***

Based on the data obtained, the customer loyalty variable shows that there is great potential for Hizzy Coffee to build long-term relationships with consumers. As many as 62% of respondents stated that they felt comfortable and considered becoming loyal consumers. This shows that Hizzy Coffee has been able to create a positive experience that makes visitors feel appreciated and satisfied with the services provided. In addition, 48% of consumers feel that this cafe is a comfortable place to visit, both to relax and do other activities. In fact, 54% of consumers choose Hizzy Coffee as an ideal place to work from cafe, which indicates that this cafe has succeeded in creating an atmosphere that supports the need to work or study outside the home. However, although most consumers consider becoming loyal customers, there are still several challenges that need to be overcome to strengthen customer loyalty. One thing that needs attention is that only 47% of consumers have recommended Hizzy Coffee to others, while the other 53% are not yet confident enough to do so. This shows a gap in the level of deeper satisfaction or the desire of consumers to invite others to visit. These influencing factors may be related to aspects such as service quality, a more personalized experience, or other factors that need to be considered in increasing customer loyalty.

To increase customer loyalty, Hizzy Coffee needs to focus more on efforts to encourage consumers to feel more attached to the brand (Ohorella et al., 2024). This can be done by improving service, offering attractive loyalty programs, or providing a more personalized experience that encourages consumers to not only come back, but also recommend the cafe to others.

### ***The Influence of Servicescape on Customer Loyalty***

The results of the hypothesis test show that servicescape has a significant and positive influence on customer loyalty at Hizzy Coffee Medan, with a p-value of 0.005. This finding indicates that the physical environment where services are provided plays a very important role in shaping customer loyalty. As explained by Zeithaml et al. (2018), servicescape not only facilitates the implementation of services but also plays a role in shaping consumer perceptions and experiences of overall service quality.

Therefore, factors around consumers, such as comfortable lighting, appropriate music, and aesthetic decorations, can create a pleasant experience and build stronger relationships with customers. This comfortable and attractive environment affects customers' emotional, cognitive, and physiological responses, which in turn contribute to their loyalty, namely the decision to return. The three main dimensions of servicescape consisting of ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts contribute greatly to customer experience. For example, appropriate lighting and music played in the cafe, as well as aesthetic and comfortable decorations, provide a positive emotional impact on customers, which encourages them to feel more attached to the place. This shows that in addition to product and service quality, the physical elements around consumers are also very important in shaping their perceptions of Hizzy Coffee. This study is in line with the findings of Logiawan and Subagio (2024), as well as Maria Vermilia Berinthia and Roels Ni Made Sri Puspadewi (2023), which show that servicescape has a significant influence on customer loyalty with a positive influence. Therefore, improving physical elements such as lighting, room layout, and decoration at Hizzy Coffee can further strengthen customer loyalty, encourage them to come back again, and even recommend this place to others.

### ***The Influence of Customer Value on Customer Loyalty***

Based on the results of the hypothesis test in this study, customer value is proven to have a positive and significant effect on customer loyalty at Hizzy Coffee Medan, with a p-value of 0.00 and a beta coefficient of 0.39. This finding supports the theory put forward by Kotler & Keller (2016), which states that the value perceived by customers is the difference between the benefits obtained and the costs incurred. When the value perceived by customers is high, their loyalty to a brand or place tends to increase. In other words, when customers feel that the price paid is comparable or even lower than the benefits received - be it emotional, social, or functional benefits - they will be more likely to repurchase and recommend the product or service.

The results of this study are not only in line with existing theories, but also consistent with previous research. Research by Logiawan and Subagio (2024), and Hijjah & Ardiansari (2015), shows that customer value has a positive and significant effect on customer loyalty. This finding implies that for Hizzy Coffee Medan, it is important to continue to maintain and improve customer value perceptions of the products and services provided. Factors such as prices that match the quality, positive experiences felt by customers while in the cafe, and social and emotional benefits obtained by customers, need to be the main focus in an effort to increase customer loyalty. By increasing customer value, Hizzy Coffee can create stronger long-term relationships with customers, which in turn can support business growth and sustainability.

### ***The Influence of Servicescape Media and Customer Value on Customer Loyalty***

The results of the hypothesis test show that the interaction between servicescape and customer value does not have a significant effect on customer loyalty. This means that, although individually both variables are proven to have a positive and significant effect on customer loyalty, the combination or synergy of the two does not provide a significant additional effect. In other words, Hizzy Coffee Medan customers seem to evaluate servicescape and customer value separately, not as a mutually reinforcing unit. This indicates that customers may focus more on one element at a time, depending on their priorities or needs at that time, instead of seeing both as mutually supportive factors to create loyalty.

This result is in line with the findings of Rizkiana Yuliani (2023), who also found that servicescape does not directly affect customer loyalty, but rather through mediating factors such as customer satisfaction first. This finding emphasizes that the combinative influence between variables is not always linear or automatic. Instead, it depends on the context of consumer behavior and the experience strategy implemented by the company. Therefore, to increase overall customer loyalty, Hizzy Coffee needs to consider further exploring the role of mediating variables in their service strategy, as well as paying attention to how customers integrate their experiences with both elements.

## **4. CONCLUSION**

Based on the results of the research and discussion that has been done, the author can conclude that Servicescape has a positive and significant effect on customer loyalty at Hizzy Coffee Medan. Customer Value has a positive and significant effect on customer loyalty at Hizzy Coffee Medan. Servicescape and Customer Value do not have a positive and insignificant effect on customer loyalty at Hizzy Coffee Medan

Hizzy Coffee Medan management is advised to continuously strengthen customer value perceptions through three main pillars: product quality, reasonable prices, and excellent service. Product quality can be maintained through the selection of the best raw materials, consistent presentation standards, and menu innovations that are relevant to customer preferences. Competitive prices do not mean the cheapest, but reflect the value received by customers. In terms of service, regular training for staff to improve friendliness, speed of service, and the ability to resolve customer complaints is crucial (Kholil et al., 2024). In addition, the development of value-based loyalty programs such as point systems, periodic visit rewards, or special offers for loyal customers can be a direct strategy to strengthen customer value and increase the frequency of visits.

Because each physical element in the servicescape has an independent influence on customer loyalty, management needs to conduct periodic audits of each component of the cafe's physical environment. Comfortable and aesthetic

interior design must be adjusted to the target market segmentation. For example, young people or young workers. Seating comfort needs to be considered, especially for customers who spend a long time working or socializing. Cleanliness is the main indicator of comfort and business image. Therefore, it needs to be maintained in real time, not only on a certain schedule. The aroma of the room can also be an emotional appeal, so that a distinctive air freshener can be its own identity. Lighting should support the desired atmosphere - either warm and calm, or bright for the work area. Regular evaluation through customer surveys can be a tool to measure the effectiveness of servicescape.

Based on the finding that there is no interaction effect between customer value and servicescape, a focused and separate managerial approach is relevant. The customer value improvement strategy can be handled by a team that focuses on product development, pricing, customer service, and customer relationship management (CRM). Meanwhile, improving the servicescape can be the responsibility of the interior design, cleanliness, and facility management teams. With a separate strategy, each aspect can be developed optimally without depending on each other, but still supports the achievement of the same goal, namely increasing customer loyalty. Coordination between divisions remains important to avoid overlap or discontinuity in the overall customer experience.

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