

# **THE EFFECT OF CUSTOMER EXPERIENCE, CUSTOMER EXPECTATIONS, AND CUSTOMER SATISFACTION TO CUSTOMER LOYALTY AT ROBUSTO COFFEE MALANG**

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## **ABSTRACT**

This research aimed to test and analyze the effects of customer experience, customer expectations, and customer satisfaction on Robusto Coffee customer loyalty. The research type used is descriptive research. The research was conducted at Robusto Coffee. The research period was conducted with cross sectional data by the observation time of approximately 7-14 days. The types of data used are primary and secondary data. The sampling technique used was nonprobability sampling. In this research, the researchers used regression analysis, and then analyzed the data using excel tools and SPSS 20. Based on the research results, it can be concluded that customer experience, customer expectations, and customer satisfaction have a positive and significant effect on customer loyalty at Robusto Coffee Malang. Practically the findings of this study have implications for business strategy and marketing management at Robusto Coffee Malang.

**Keywords:** Customer Experience, Customer Expectations, Customer Satisfaction, Customer Loyalty

## **ABSTRAK**

Penelitian ini bertujuan untuk menguji dan menganalisis efek pengalaman pelanggan, harapan pelanggan, dan kepuasan pelanggan terhadap loyalitas pelanggan Kopi Robusto di Malang. Jenis penelitian yang digunakan adalah penelitian deskriptif. Lokasi penelitian dilakukan di *Robusto Coffee* Malang, periode penelitian dilakukan dengan data cross sectional data sesuai dengan waktu pengamatan kurang lebih 7-14 hari. Jenis data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling*. Dalam penelitian ini, para peneliti menggunakan analisis regresi, kemudian data dianalisis menggunakan *excel tools* dan SPSS20. Berdasarkan hasil penelitian, dapat disimpulkan bahwa pengalaman pelanggan, harapan pelanggan dan kepuasan pelanggan memiliki efek positif dan signifikan terhadap loyalitas pelanggan di *Robusto Coffee* Malang. Secara praktis temuan penelitian ini memberikan implikasi terhadap strategi bisnis dan pemasaran manajemen Robusto Coffee Malang untuk meningkatkan tingkat penjualan, meningkatkan kualitas layanan produk dan memenangkan persaingan di bisnis restoran.

**Kata Kunci:** Pengalaman Pelanggan, Harapan Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan

## **BACKGROUND OF THE STUDY**

Currently, consuming coffee has become a trend amongst urban lifestyle. This global phenomenon is seen worldwide, including Indonesia. Habit of drinking coffee while chatting or hanging out has stuck amongst Indonesians since long time ago. Every corner of city in Indonesia is filled with many cafes,

as part of the urban lifestyle. There are a lot of coffee connoisseurs enjoy having coffee packaged in a cafe, not in a coffee shop anymore. A cafe is a familiar place. It is usually a place to unwind after daily routines. In today's modern era, cafes are widely available in many cities and are easy to find. In

addition, a cafe is a type of restaurant that usually provides indoor and outdoor seating.

Malang is one of the big cities in East Java, second after Surabaya. Malang has a growing number of cafes that serve a wide variety of coffee. The cafe business development with coffee variety is supported by the development in the education and tourism sectors. The current condition shows that most students worldwide are very influential in the development of the cafe business today. The established cafes everywhere push cafe owners to think more creatively in creating an interesting concept.

This opportunity must be captured by cafe owners or prospective new cafe founders to attract the modern urban communities, especially in big cities, whose lifestyle is similar with metropolitan community's lifestyle. As time goes by, many cafes have sprung up in Malang, one of which is the Robusto Coffee which started operating in 2018, located at Jalan Raya Tlogomas No. 2 Malang, East Java. Different from other cafes in general, Robusto Coffee provides coffee menu that is different from other cafes in Malang. It is because Robusto Coffee has a specialty coffee concept served with premium quality at affordable prices.

According to Pranoto and Subagio (2015), the more the restaurants exist, the stronger the competition faced by each restaurant. Every restaurant is required to always be sensitive to changes that occur in the market and able to create creative ideas so that the products and services offer can attract consumers and fulfill their wants. The company can face it and survive amidst the competition getting tighter. Basically, the goal of a business is to make customers feel satisfied. Providing customer satisfaction to fulfill their needs, wants, and expectations are very important for companies to face competition (Suryawati and Dharmayanti 2013).

In a cafe, things that can make consumers satisfied include providing attractive interior and exterior arrangements so they will feel comfortable and happy when spending time and relaxing. Watkins (2007) defines customer experience as the incarnation of a brand that

covers all interactions between organizations and customers. Brooks (2006) describes five steps that companies must take in building customer experience, namely: (1) knowing what customers want; (2) good processes and systems to meet all customer expectations; (3) make customers happy and enjoy the transaction process; (4) make customers feel "WOW"; last but not least, (5) make the customer success with the transaction.

Customer expectations or customer expectations can affect customer satisfaction, as stated (Samuel 2014). The level of customer satisfaction is the difference in the perceived usefulness of consumers (perceived performance or perceived outcome) and existing expectations. Customer expectation variables are believed to have a major role in determining product quality (goods or services) and customer satisfaction. In evaluating it, customers will use their expectations as a standard or reference for customers choosing a product (goods or services). The diversity of customer expectations in literature can be explained in nine factors, namely: price, completeness, product, uniqueness, comfort, reliability, service quality, value for money, reliable information, and the right place to buy the desired product.

Customer satisfaction is an emotional response to evaluating the experience of consuming a product or service (Tjiptono 2014). If consumers are satisfied with a product or service, of course, the next thing to do is that the consumer will be loyal to a product or service from a company that has made them feel satisfied. Customer loyalty is a deeply held commitment to buy or support a preferred product or service in the future even though the influence of the situation and marketing efforts can cause customers to switch (Kotler and Keller 2009). Consumer loyalty can be increased by designing a strategy that makes consumers satisfied with the product or service provided, namely by providing a different experience that has never been obtained. Loyal consumers will benefit the company, because they refrain from thinking about the products or services offered

by other companies. The higher the level of customer satisfaction, then the higher the customer loyalty.

Another research by Pijls et al. (2019) with the title "Comfortable seating: The influence of seating comfort and acoustic comfort on customers' experience of hospitality in a self-service restaurant" showed that: the customer experience of the comfort obtained from the restaurant service and the existence of a self-service system has a positive effect on the comfort of sitting experienced by customers.

The last previous research is research from Shin et al. (2015) entitled "The Impact of Korean Franchise Coffee Shop Service Quality and Atmosphere on Customer Satisfaction and Loyalty." The results are as follows. First, taste is revealed to be the most influential factor among the components that have an impact on service quality. Second, it turns out that taste also has the greatest influence on service quality among the components that affect customer loyalty. Finally, customer satisfaction is affected by customer loyalty. The findings of this study indicate that taste is the most influential factor in service quality. The conclusion here is that most coffee shop customers have a taste of coffee, which affects their loyalty.

Based on the background described by the researcher above, the researcher conducted a study entitled, "The Effect of Customer Experience, Customer Expectation, and Customer Satisfaction to Customer Loyalty at Robusto Coffee Malang."

## RESEARCH METHOD

This study employed descriptive study approach. Sentiment is the key point of this research. The location of this research is the actual state of the objects studied in order to obtain data directly related to the problem being examined. The research site is located at Robusto Coffee (Jalan Raya Tlogomas No. 2, Malang, Jawa Timur, Indonesia). The population in this research are visitors of Robusto Coffee. The sampling technique used is non probability sampling with purposive sampling technique. Primary data were obtained from surveys and questionnaires to

determine customer expectations, experience, and customer satisfaction towards customer loyalty at Robusto Coffee, while secondary data were obtained from Robusto Coffee visitors data in the 2019-2020 period. In this research, the independent variables are Customer Experience (X1), Customer Expectations (X2) and Customer Satisfaction (X3). The dependent variable in this study is the customer loyalty to Robusto Coffee.

Method data analysis that used in this research is regression analysis. Researchers used multiple linear analysis methods using excel tools and then processed using statistical application software program SPSS (Statistical Package for the Social Sciences) version 20.

## RESULT AND DISCUSSION

### Overview of Research Objects

Robusto Coffee started its operation in 2018. It is located at Jalan Tlogomas No. 2, Dinoyo, Malang. Robusto Coffee has specialty coffee that other cafes in Malang do not have, which is serving specialty coffee concept with premium quality at affordable prices.

The following is the data of cafe customers for several months which shows a significant increase and a significant decrease in the table. The current decline in visitors is also influenced by the COVID-19 pandemic which certainly impacts the economy, especially entrepreneurial business people. However, this does not disturb the cafe owner's enthusiasm to keep opening his cafe and trying to provide the best for customers.

Table 1. Robusto Coffee Customer Data 2019-2020

Month	Number of Visitors
October 2019	1.321
November 2019	1.183
December 2019	882
January 2020	774
February 2020	848
March 2020	813

*NSource: Researcher's secondary data, 2021*

By recognizing the situation, the impact of the COVID-19 phenomenon that

limits the operating time, all cafe owners in Malang must continue to strive facing the competition and lack of income due to lack of visitors. It encourages cafe owners to give maximum effort, satisfy customers and make them loyal, such as providing an unforgettable experience through customer expectations and satisfaction. So satisfied consumers will be loyal and to return to the cafe.

### **Description of Respondents' Characteristics**

This research involved 100 respondents. Each respondent fulfills the criteria determined by researchers, namely based on the gender of women and men who are Robusto Coffee customers, with a minimum age of 17 years old.

### **Characteristics of Respondents Based on Number of Visits**

The characteristics of respondents based on number of visit at Robusto Coffee with the number of respondents as many as 100 people. Based on Table 2, it is known that that one-time visiting consumers have a total of 37 people with a percentage of 37%. Furthermore, consumers who visited 2-3 times have a total of 27 people with a percentage of 27%. While consumers who have visited 3 times have a total of 36 people, with a percentage of 36%. The the number of respondents visiting 1 time and 3 times has only slight difference, with the number of visits 1 time has the highest number of respondents of 37 people. It may be because they were currently finding a new café for new atmosphere.

Table 2. Respondents Tabulation Results Based on Number of Visits

Number of Visit	Frequency	Percent	Cumulative Percent
1 time	37	37.0	37.0
2-3 Times	27	27.0	64.0
3 times	36	36.0	100.0
Total	100	100.0	

*Source: Primary Data, 2021*

### **Characteristics of Respondents by Age**

The characteristics of respondents based on age, with the number of respondents as many as 100 people. It is known that the number of visitors aged between 15-20 years are as many as 22 people or 22%, aged between 21-25 years as many as 56 people or 56%, aged between 26-30 as many as 10 people or 10%, aged between 31-35 as many as 7 people or 7%, aged between 36-40 as many as 4 people or 4%, and aged between 41-45 as much as 1 person or 1%. Based on the table above, it can be concluded that the most visitors of Robusto Coffee are in the age range of 21-25 years with 56%. This situation indicates that respondents or customers of Robusto Coffee are mostly young people, where young people have a tendency to enjoy time together with friends or others in a coffee shop or cafe, and it has become part of their lifestyle.

### **Characteristics of Respondents by Gender**

Robusto Coffee consumers are mostly women. Female visitors have the highest number of 53 people with a percentage of 53%, while male visitors are 47 people with a percentage of 47%. More dominant female visitors may be because women prefer to spend time together and chat at cafe. It needs to get attention from Robusto Coffee to retain female consumers, for example, by creating special activities for female visitors. In addition, in order to increase the interest of male visitors, Robusto Coffee may consider doing activities that attract male visitors, such as watching football games or other interesting promos.

### **Characteristics of Respondents by Occupation**

Based on the reserarch, it is known that the majority of respondents who visit Robusto Coffee are students, with a total of 55 people or 55%. Then, as many as 45 respondents or 45% who visited Robusto Coffee were not students, or general. Based on these results, it can be concluded that Robusto Coffee respondents are mostly students. The number of respondents who are students is dominating, because there are many schools/universities/higher institutions in

Malang so that students become potential consumers for Robusto Coffee.

### **Characteristics of Respondents Based on Income**

Based on research, respondents with income of <Rp750.000 are as many as 15 people or 15%, respondents with income of Rp750.000 - Rp1.500.000 as much as 25 people or 25%, respondents with income of >Rp1.500.000 - Rp2.250.000 as many as 16 people or 16%, respondents with income of >Rp2.250.000 - Rp3.000.000 as many as 21 people or 21%, and respondents with income of >Rp3.000.000 as many as 23 people or 23%. From the table above, it can be concluded that most visitors of Robusto Coffee have a > income of Rp750.000 - Rp1.500.000 which is 25%. The findings inline with the menu at by Robusto Coffee which is affordable for students, since the majority of visitors at Robusto Coffee are students.

### **Characteristics of Respondents Based on Expenditure**

Based on study, it is known that 15 people or 15% have expenditure of less than Rp500.000, as many as 25 people or 25% have expenditure ranging between Rp500.000 – Rp1.000.000, as many as 21 people or 21% have expenditure ranging between Rp1.500.000 – Rp2.000.000, and as many as 23 people or 23% have expenditure of more than Rp2.000.000. From 100 respondents, 25 respondents or 25% have income ranging between Rp500.000 – Rp1.000.000. The reason they come to Robusto Coffee maybe because the price of food and beverages are quite affordable for them, namely students.

### **Description of Respondents' Characteristics Customer Experience (X1)**

The customer experience variable has 8 question items with an mean value of 3.32 from 100 respondents. The mean customer experience variable is 3.32, which means that Robusto Coffee's customer responses to customer experience do not really agree that the customer has a good impression. The variable X1.1 has the highest mean with a

question that reads “Consumers feel facilitated by the flow of messages available at Robusto Coffee” with mean of 3.41. Based on the research results obtained, 29% answered strongly agree, 13% answered agree, 23% answered neutral, 17% answered disagree, and 18% answered strongly disagree. It shows that Robusto Coffee customers tend to agree that the customer experience they get has a decent impression or response.

### **Customer Expectations (X2)**

The Customer Expectation variable (X2) has a mean of 3.43. With a mean of 3.43, it can be said that Robusto Coffee is not enough to meet customer expectations. Most of the respondents answered agree on all the question items posed. The highest mean is found in variable X2.1, namely a question that reads “Robusto Coffee provides a varied menu and the taste of the product is as expected” with mean of 3.52. Based on the results obtained, 34% answered strongly agree, 22% answered agree, 17% answered neutral, 16% answered disagree, and 11% answered strongly disagree. It shows that Robusto Coffee consumers quite agree that the customer expectations have been met.

### **Customer Satisfaction (X3)**

The customer satisfaction variables have three question items with an mean value of 3.23 out of 100 respondents. The mean of customer experience variable is 3.23. It means that Robusto Coffee's customer response to customer satisfaction has not been very agreeable that the customer satisfaction experience has a good impression. The highest mean response consumers answered agreed on is the variable X3.3, which is a question that reads “The quality of products and facilities obtained by customers fulfill the customers' expectations or more than the customer's expectations” with mean of 3.35. Based on the research results, 16% answered strongly agree, 26% answered agree, 23% answered neutral, 19% answered disagree, and 16% answered strongly disagree. It indicates that Robusto Coffee customers tend to agree that the customer satisfaction obtained by them has a

pretty good impression or response for the customer.

### **Customer Loyalty (Y)**

The Customer Loyalty variable has an mean of 3.29 out of 100 respondents, meaning that consumer feedback on Robusto Coffee's Customer loyalty is still not enough to influence consumers to come to Robusto Coffee again or recommend it to others. The item that shows the largest mean is variable Y4.3, which is a statement that reads "I visited Robusto Coffee on the recommendation of friends/family/social media" with a mean of 3.39. Based on the results, there are 25% of respondents answered strongly agree, 26% answered agree, 22% answered neutrall, 17% answered less agree, and 10% answered strongly disagree. It indicates that the majority of consumers have considerable loyalty and have a desire to recommend Robusto Coffee to others.

## **Data Analysis**

### **Results of Testing Research Instruments**

#### **1. Validity Test Results**

Based on research result that the calculation results of each variable Customer Experience (X1), Customer Expectations (X2), Customer Satisfaction (X3), and Customer Loyalty (Y) have a coefficient of r table of 0.195 and the significant level of alpha is less than 0.05. So it can be said that all the variable items that are the instrument in this study is valid.

#### **2. Reliability Test**

The instrument is said to be reliable if the Cronbach's Alpha value is equal to or above 0.6. Based on the table above, it is known that the Cronbach's Alpha value obtained in each variable is greater than 0.6, so it is concluded that the valid question items are reliable and can be used for further research.

## **Classic Assumption Test**

### **1. Normality Test**

The regression model is normally distributed, as evidenced by the histogram that resembles a perfect bell. Based on the

Kolmogorov-Smirnov test, it is found that the model is normally distributed, as evidenced by the coefficient of sig = 0.611 > 0.05.

### **2. Multicollinearity Test**

The multicollinearity test is carried out using the collinearity test, with the rule if VIF <10, then the variable is free from multicollinearity problems. The tolerable VIF value is 10. If the VIF value is <10, it is concluded that there is no multicollinearity between the independent variables. The following are the results of the analysis of the VIF value. The independent variables in this study have a Variance Inflation Factor (VIF) smaller than 10. Each independent variable has a VIF value <10. So it can be said that there are no symptoms of multicollinearity between the independent variables in this study.

### **3. Heteroscedasticity Test**

The research findings show that the regression model is free from the heteroscedasticity problem as evidenced by a perfectly spread dot, in order to avoid misinterpretation. It shows that there is no indication of heteroscedasticity in the model being tested so that the assumptions are fulfilled. In addition to using the graph method, testing the heteroscedasticity assumption can also be made by using the Glejser test statistical test method. The Glejser test is performed by regressing the independent variables to their residual absolute values. Based on research result, it is known that in each of the independent variable, a value obtained is > 0.05. It is concluded that there is no heteroscedasticity, or in other words, the non-heteroscedasticity assumption has been fulfilled.

## **Results of Multiple Linear Regression Analysis**

From the results of multiple regression analysis, the regression equation is obtained as follows:

$$Y = 1.102 + 0.225 * X1 + 0.257 * X2 + 0.263 * X3$$

Based on the above equation, the results of the multiple linear regression equation can be described as follows:

1. When all research variables are constant or 0, then the customer loyalty level is 1.102.
2. Every one-unit increase in the customer experience, customer expectations, and customer satisfaction variables is constant or 0, it will increase visitor loyalty by 1.102.

## **Hypothesis Testing**

### **Coefficient of Determination ( $R^2$ )**

Based on research result, it can be seen that the coefficient of determination ( $R^2$ ) or Adjusted  $R^2$  is 0.721 or 72.1%, which means that the Y variable is explained at 72.1% by the Customer Experience (X1), Customer Expectations (X2), and Customer Satisfaction (X3) variables. Simultaneously, the remaining 27.9% is explained by other variables not examined in this study.

## **Discussion of the Research Results**

### **Effect of Customer Experience on Customer Loyalty**

The research results show that the customer experience has a positive and significant effect on the customer loyalty to Robusto Coffee. The results of this study are supported by research conducted by Hendra et al. (2017), where it obtained that the customer experience has a significant effect on customer loyalty. The meaning of this finding implies that by increasing the customer experience based on sense indicators, feel, and thought can increase customer satisfaction in Giant Supermarket Sawojajar Malang.

The results of the research that have been obtained are also in accordance with research conducted by Pradana (2018), which states that Quality of Experience has a positive influence on Customer Loyalty of PT FAC Sekuritas Indonesia in Yogyakarta. The quality of customer experience is an impression that arises from consumers who have used service products that are felt when interacting with the company, where after the consumers have felt from the company they are no longer bothered to continue to use the products or services of the company, with this will certainly form the loyalty of its customers.

Based on the hypothetical test results that have been done, it is known that customer experience variables have a positive and significant effect on customer loyalty, so that customer experience variables have a significant effect on customer loyalty. The results show that customer experience variables show a good response. According to Kristanto and Adiwijaya (2018), the customer experience is built around feelings, emotions, smells, colors, spaces, sounds, human contacts, branding, and time. Logically, something that touches the side of experience will be deeply embedded in people's hearts. A good experience encourages people to share it with others, which over time will strengthen customer loyalty.

### **Effect of Customer Expectations on Customer Loyalty**

Based on the research results, it is known that customer expectations have a positive and significant effect on the customer loyalty to Robusto Coffee. The results of this study are in accordance with research conducted by Wijayanti and Andriyanto (2016), where it was obtained that customer expectation variables have a significant positive influence on customer loyalty. Customers who feel that their expectations are fulfilled will get value from the services they had purchased. If the performance is below expectations, it will cause dissatisfaction. If the performance meets expectations, it will cause satisfaction, and if it exceeds expectations, consumers are very satisfied and happy. It is because satisfaction is determined by the quality of service so that the guarantee of service becomes the top priority.

Based on the hypothetical test results, it is known that customer expectation variables have a positive and significant effect on customer loyalty, so that customer expectation variables have a significant effect on customer loyalty. The results also show that customer expectations variable show a good response. As explained by Rachmawati (2014), the increasingly complex and tight competition in the food industry has forced entrepreneurs engaged in the food business to find the most appropriate strategy in order to win this

increasingly business competition. One of the strategies to achieve success in the food industry is by obtaining loyal customers. One factor that supports customer loyalty is the satisfaction of customers towards food products offered by food business entrepreneurs. It is because higher satisfaction is expected to make customers become more loyal, namely by continuing to consume products produced by entrepreneurs.

### **Effect of Customer Satisfaction on Customer Loyalty**

The research results show that customer satisfaction has a positive and significant effect on the loyalty of visitors to Robusto Coffee. The results of this study are supported by research conducted by Irijayanti et al. (2018), where the results were obtained that the test results partially showed that the variable quality of service simultaneously affects customer loyalty at Esther House of Beauty Manado.

The research results are in accordance with research conducted by Tiong (2018), which states that the quality of service consisting of physical evidence, reliability, responsiveness, assurance, and empathy have a positive and significant effect on customer loyalty to PT Primagum Sejati in Makassar, where the provision of service to customers will be able to provide customer loyalty.

Based on the results of the hypothesis test, it is known that customer satisfaction variable has a positive and significant effect on customer loyalty. The results show that customer satisfaction variables show a good response. According to Sumertana (2016), the company must start thinking about the importance of customer service more maturely through the quality of service because it is now realized that service and customer satisfaction are vital aspects in surviving in the business world to win the competition.

### **Implications of Research Results**

This study has two implications, namely, theoretical implications and managerial implications.

1. Theoretical implications are described as follows:

This study is dedicated to the development of management concepts related to the influence of customer experience, customer expectations, and customer satisfaction to customer loyalty at Robusto Coffee. The hypothetical test results in this study also provide additional references related to relationships from customer experience, customer expectations, and customer satisfaction that can significantly affect customer loyalty. The implication for other researchers is that it can be a reference for future researchers. It is expected that other researchers can include other variables that can affect customer loyalty outside of the research variables carried out by researchers.

2. Managerial implications are described as follows:

#### **a. Customer experience**

According to Yuniawati (2015) in Yolandari and Kusumadewi (2018), it is found that the better the experience felt by consumers, the more likely they will repurchase. So, when the company is able to create a pleasant experience, it is not only have an impact to customer satisfaction but also on repurchase intentions. By building a positive experience, it will not only have an impact on customer satisfaction but can bring a greater impact in the form of the creation of repurchase intentions.

The results showed that there is a significant influence of customer experience on customer loyalty. So based on the results of hypothesis tests, there are several things that can be implied to the company in accordance with the results of the hypothesis test. Robusto Coffe needs to pay attention to the customer experience by providing a concept of customer experience that seeks to bring a unique, positive, and memorable experience to customers. Thus, customers will be impressed, and the experience while enjoying the cafe's products will be



ingrained in their minds so that later customers will not only be loyal but also recommend Robusto Coffe to their friends or colleagues.

When it comes to the results of research statements on customer experience, it is known that statements on the customer experience have eight statement items. From the eight items of the statement, it is known that the highest mean in the statement is "Consumers feel facilitated by the flow of messages available in Robusto Coffee." It indicates that respondents have a high tendency to measure the customer experience based on the ease of ordering available menus.

#### b. Customer expectations

According to Sukma and Manganti (2018), customer expectations are the background of why two or more companies that are in the same business can be judged differently by their customers. A customer's expectations are generally an estimate or a customer's belief in what he or she will receive.

From the results of the customer expectation variable, it is known that the statement on customer expectations has four statement items. From the four items of the statement, it is known that the highest mean in the statement is "Robusto Coffee is the first choice for customers to spend time hanging out/studying/meeting with others or friends." It indicates that respondents have a high tendency to make Robusto Coffee the first choice to spend time with others.

#### c. Customer satisfaction

According to Rachmawati (2014), the increasingly complex and tight competition in the food industry has forced entrepreneurs engaged in the food business to find the most appropriate strategy in order to win this increasingly business competition. One of the strategies to achieve success in the food industry is by obtaining loyal customers. One factor supporting customer loyalty is

the satisfaction of customers towards food products offered by food business entrepreneurs. It is because the higher satisfaction is expected to make customers become more loyal, namely by continuing to consume products produced by entrepreneurs.

The results show that customer satisfaction has a significant effect on customer loyalty. So based on the results of hypothesis test, there are several things that can be implied to the company. Robusto Coffe needs to pay attention to customer satisfaction by providing the best quality of service and products. This quality improvement is important to be considered by Robusto Coffee so that customers will have high loyalty.

## CONCLUSION

Based on the research results, it can be concluded that customer experience, customer expectations, and customer satisfaction have a positive and significant effect on customer loyalty at Robusto Coffee Malang.

## RECOMMENDATION

The suggestions that can be given by researcher based on the results of this research are based on the mean value of respondents' perception of customer experience, it is seen that the customer experience is still rated poorly by visitors. It is suggested that Robusto Coffee should focus on providing a memorable and unique experience to visitors. For example, the experience to be able to see baristas brew coffee directly or also create an instagramable interior design so that it can attract more significant visitors.

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