The Influence of Excellent Service and Effective Communication on Customer Loyalty at Excelso Vitka Point Tiban Batam

Heryatul Azizah Zaein, Syafruddin Rais
Politeknik Pariwisata Batam, Indonesia
Email: heryatuliis09@gmail.com , rais@btp.ac.id

KEY WORDS	ABSTRACT
Excelso, Excellent Service; Effective Communication; Customer Loyalty	This research discusses the effect of excellent service and effective communication on customer loyalty at Excelso Vitka Point Tiban Batam, with increasing business competition in the food and beverage industry, customer loyalty is one of the keys to the success and sustainability of the company. The purpose of this study was to determine the effect of Excellent Service (X1) and Effective Communication (X2) on Customer Loyalty (Y) at Excelso Vitka Point Tiban Batam, the data analysis method used in this study is multiple linear regression, by distributing questionnaires to 91 respondents who have made purchases at Excelso Vitka Point Tiban Batam with accidental sampling method, testing the research hypothesis using SPSS. The results of this study suggest that pasrial excellent service has a positive and significant effect on customer loyalty (sig $<\alpha$), effective communication has a positive but insignificant effect on customer loyalty (sig$>\alpha$), excellent service and effective communication have a positive and significant effect simultaneously (sig$<\alpha$).

Introduction

In the world of food and beverage businesses, innovation and creativity are currently the key to attracting customers, the food and beverage industry sector which will continue to be needed by humans to fulfill their needs according to (Nasution et al., 2023). With the increasing mobility of the community, the demand for food and beverages has increased, besides that with trends and lifestyles, the development of the food and beverage business is growing more rapidly, especially with the online platform making it easier for food and beverage businesses to reach a wider community.

With more and more food and beverage businesses making the world of business competition more competitive, customer loyalty is one of the main factors that determine the success and sustainability of the Company. To develop and strengthen customer loyalty, based on a number of studies, that higher levels of customer satisfaction result in increased customer loyalty, which in turn contributes to improved company performance (Wardhana, 2024). Good service is able to provide a positive experience that increases customer satisfaction, while effective communication helps the company understand customer needs and wants more deeply.

Service is needed to attract customers and is one of the factors that determine customer loyalty. Excellent service is a pattern of the best service in modern management with the main concept of caring for customers, to meet quality standards in accordance with customer

satisfaction and expectations. There are two important elements in excellent service that are interconnected, namely service and quality. This achievement creates a positive experience that is left to the customer (Ritonga, 2020). The aspects of friendliness, empathy, attention, and others are one of the influences in customer satisfaction (Prabowo, 2019).

According to Salam (2020) communication is the process by which thoughts and understanding are conveyed between individuals, or between organizations and individuals. Customers will feel that their needs are heard and valued, which is a factor in customer loyalty. This is supported by research conducted by (Raodah, 2019) with the title "Effective Customer Service Communication Strategy Towards Service Improvement at Bank Sulselbar Barru Branch" said that effective communication in providing services has factors, namely by being friendly, speaking with soft, polite, polite intonation, with a low voice so that customers can understand what is conveyed. So that the aspect of communication with customers is one of the important factors in maintaining customer loyalty.

Customer loyalty is when consumers repeatedly buy certain products or services in response to satisfaction after use (Wardhana, 2024). That way, customer satisfaction with the products and services of a company is an important factor in the sustainability and success of the company in maintaining customer loyalty.

Food and beverage business is a growing business opportunity, where various cafes can be found in Batam. One of the famous cafes in Batam is Excelso Vitka Point located in Tiban Batam, is a cafe that is committed to always providing the best service for its customers, not only by providing the best service, food and beverages, and a strategic location into a plus and become a favorite place for business people to conduct business meetings there, according to (Yusuf & Rais, 2023) Excelso Vitka Point Tiban cafe is a coffee shop that carries a modern minimalist concept that gives a "High Class" atmosphere when visitors are in the place, making it one of the cafes of choice for young people to hang out. This is also supported by the results of a researcher interview with the Excelso Vitka area manager who said that customers who often come to Excelso are repeater customers or customers who have made purchases and usually have an Excelso member card, according to the reviews listed on the Excelso Vitka google review itself has a rating of 4.6 out of 5. However, from 800+ reviews there are several negative reviews that can affect the visits of potential customers and repeat customers. In accordance with the results of a researcher interview with one of Excelso Vitka's customers, who stated that the products and services at Excelso Vitka were quite good, but sometimes the service was slow and there was a lack of clear communication between customers and waiters. Amid intense competition in the food and beverage industry, customer loyalty is becoming an increasingly important asset. Therefore, this study aims to analyze the effect of excellent service and effective communication on customer loyalty at Excelso Vitka Point Tiban Batam.

The problem formulation in this study is how the effect of excellent service and effective communication on customer loyalty at Excelso Vitka Point Tiban Batam, how the effect of excellent service on customer loyalty at Excelso Vitka Point Tiban Batam, and how the effect of effective communication on customer loyalty at Excelso Vitka Point Tiban Batam. That way, this research has the title "The Effect of Excellent Service and Effective Communication on Customer Loyalty at Excelso Vitka Point Tiban Batam".

Research Methods

According to Sahir (2021), quantitative research is research with tools for processing data using statistics, therefore the data obtained and the results obtained are in the form of numbers.

Data questionnaires can be obtained objectively and tested using the validity and reliability process, an important part of determining the final conclusion to see how the relationship between research variables.

According to Ritonga, 2020 there are several indicators that affect excellent service, namely: ability, attitude, appearance, attention, action, and Accountability.

According to Dyahjatmayanti and Febrianto, (2023) using the theory of Tubbs and Moss, there are indicators of effective communication, among others: Understanding, Pleasure, attitude influence, improve relationship, action.

Loyalty indicators according to (Kotler et al., 2019) namely repurchasing products (repeat purchase), resistance which refers to the company's ability to retain customers (retention), and references to the company's existence (referalls).

In previous research by Premana (2022) with the title of the effect of excellent service and price on customer loyalty at Puri Gangga Resort, said that excellent service affects customer loyalty, by showing the results of the t test, that the calculated t is greater than the t table, which means that excellent service has a positive and significant effect on loyalty at Puri Gangga Resort.

According to Premana (2022) suggests that, the framework is a conceptual model of how theory relates to various factors that have been identified as important problems. Based on the theory above, the conceptual framework can be described as follows:
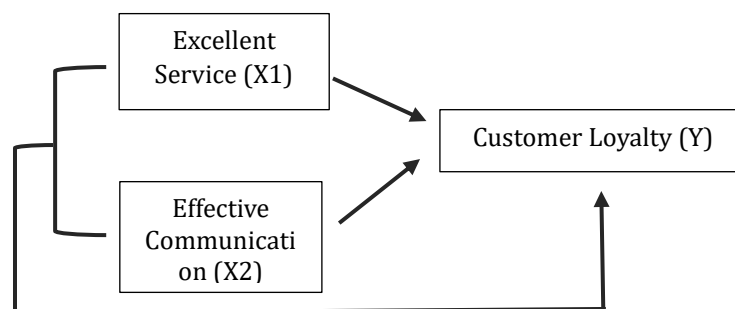
Figure 1. Conceptual Framework

Source: Researcher's Personal Data

H0: Excellent service and effective communication have no significant effect on Customer Loyalty at Excelso Vitka point Tiban Batam.

H1: Excellent service has a significant effect on customer loyalty at Excelso Vitka point Tiban Batam.

H2: Effective communication has a significant effect on Customer Loyalty at Excelso Vitka Point Tiban Batam.

H3: Excellent Service and Effective Communication have a significant effect on Customer Loyalty at Excelso Vitka Point Tiban Batam.

This research will be located at Excelso Vitka Point Tiban Batam. Researchers will use multiple linear regression methods because to test the relationship between the independent variable and the dependent variable, namely excellent service (X1) and effective communication (X2) on customer loyalty (Y) with validity tests, reliability tests and classical assumption tests including normality tests, multicollinearity tests, and heteroscedasticity tests, using SPSS statistics version 30. The scale used to measure the variable questionnaire of excellent service, effective communication and customer loyalty is a Likert scale. Likert scale is used to measure the

perception of a person or group of people about social phenomena, Likert scale answers have gradations from very positive to very negative which can be translated into 5 points or 4 points according to Sugiyono (2018). The Likert scale that will be used is 4 points:

1. Strongly Agree (score 4)
2. Agree (score 3)
3. Disagree (score 2)
4. Strongly Disagree (score 1)

Here is the formula according to Sahir (2021) used in Multiple Linear Regression:

$$Y = \alpha + B1X1 + B2X2$$

Description:
Y = Customer Loyalty
α = constant
B1,B2 = Regression Coefficient
X1 = Excellent Service
X2 = Effective Communication

The population to be taken is consumers who make purchases at Excelso Vitka Point Tiban Batam, using accidental sampling, according to Sahir (2021) accidental sampling is sampling based on chance, if the sample is deemed to have met the criteria being studied. So the sample to be taken in this study are respondents who happen to meet the criteria, namely those who have made purchases at Excelso Vitka Point Tiban Batam. The number of samples is determined using the slovin formula, the following is the slovin formula according to (Sinaga, 2014) namely:

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

It is known that the number of visitors is an average of 1000 people per month, with a margin of error of 10%, so the sample results are determined as 91 respondents using a googleform questionnaire.

Results and Discussion
Validity Test
The research is said to be valid if the value of r count> r table with sig. 0.05, then the instrument or question items are significantly correlated with the total score (declared valid) (Gilang et al., 2018). The variable of excellent service (X1), effective communication (X2) and customer loyalty (Y) is said to be valid if the value of r count> 0.206 in each variable. Based on the results of data processing, excellent service (X1), effective communication (X2) and customer loyalty (Y) are valid because each variable r count> r table.

Table 2. Validity Test Results

Item	R Count	R table	Description
Excellent Service (X1) Ability Indicator			
X1.1	0,256	0,206	Valid
X1.2	0,299	0,206	Valid

Excellent Service (X1) Attitude Indicator			
X1.3	0,282	0,206	Valid
X1.4	0,419	0,206	Valid
Excellent Service (X1) Appearance Indicator			
X1.5	0,451	0,206	Valid
X1.6	0,458	0,206	Valid
Excellent Service (X1) Attention Indicator			
X1.7	0,269	0,206	Valid
X1.8	0,360	0,206	Valid
Excellent Service (X1) Action Indicator			
X1.9	0,369	0,206	Valid
X1.10	0,329	0,206	Valid
Excellent Service (X1) Responsibility Indicator			
X1.11	0,358	0,206	Valid
X1.12	0,507	0,206	Valid
Effective Communication (X2) Definition Indicator			
X2.1	0,397	0,206	Valid
X2.2	0,369	0,206	Valid
Effective Communication (X2) Pleasure Indicator			
X2.3	0,419	0,206	Valid
X2.4	0,409	0,206	Valid
Effective Communication (X2) Indicators of Influencing Attitudes			
X2.5	0,289	0,206	Valid
X2.6	0,422	0,206	Valid
Effective Communication (X2) Good Social Relations Indicator			
X2.7	0,238	0,206	Valid
X2.8	0,239	0,206	Valid
Effective Communication (X2) Action Indicator			
X2.9	0,510	0,206	Valid
X2.10	0,366	0,206	Valid
Customer Loyalty (Y) Repeat Purchase Indicator			
Y1.1	0,325	0,206	Valid
Y1.2	0,336	0,206	Valid
Customer Loyalty (Y) Retention Indicator			
Y1.3	0,509	0,206	Valid
Y1.4	0,560	0,206	Valid
Customer Loyalty (Y) Indicator Referalls			

Y1.5	0,426	0,206	Valid
Y1.6	0,562	0,206	Valid

Source: SPSS version 30

Reliability Test

Table 3. Reliability Test Results

Variables	Cronbach Alpa	Description
Excellent Service (X1)	0,644	Reliable
Effective Communication (X2)	0,622	Reliable
Customer Loyalty (Y)	0,638	Reliable

Source: SPSS version 30

A variable can be declared reliable if the Cronbach Alpa coefficient is greater than 0.60. Based on the results of the data in the study, it is said that the Cronbach Alpa value is greater than 0.60, so the variable is declared reliable. From the data obtained, each variable is declared reliable.
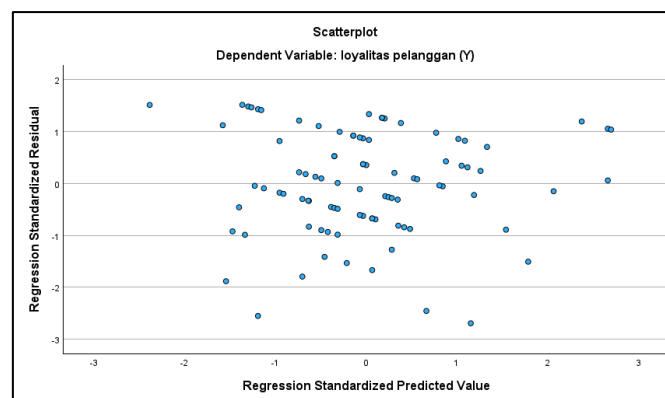
Normality Test

The normality test is carried out to test whether the data is normally distributed to meet the required assumptions, if the Asym. Sig (2-tailed) > 0.05 then it is said to be normal and vice versa. The data obtained from the research results is the value of Asym. Sig (2-tailed) of 0.051, then the data is normally distributed.

Table 4. Normality Test

Normality Test	
Asym. Sig (2-tailed)	0,051

Source: SPSS version 30

Heteroscedasticity Test

Figure 2. Heteroscedasticity test

Source: SPSS version 30

Heteroscedasticity test is needed to identify the occurrence of inequality from the regression model. Based on the data generated, the results of the graph analysis do not show a certain pattern such as dots spreading above and below the number 0 on the Y axis, thus indicating the absence of Heteroscedasticity.

Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7.642	3.391		2.253	.027		
	Pelayana Prima (X1)	.273	.059	.446	4.601		.975	1.026
	Komunikasi efektif (X2)	.035	.067	.051	.6023		.975	1.026

a. Dependent Variable: loyalitas Pelanggan (Y)

Source: SPSS version 30

The multicollinearity test aims to show the perfect correlation between independent variables. If the tolerance value> 0.10 and VIF (Variance Inflation Factor) < 10 then there is no multicollinearity. Based on the results of data testing, the tolerance value for the excellent service variable (X1) and the effective communication variable (X2) is 0.975> 0.10 and the VIF value is 1.026 < 10, so there is no multicollinearity.

Multiple Linear Regression Analysis

According to Amelia et al. (2023) multiple linear regression is an analytical method consisting of more than two variables, namely two/more independent variables and one dependent variable. Sahir (2021) used in Multiple Linear Regression:

$$Y = \alpha + B1X1 + B2X2$$

Table 6. Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.642	3.391		2.253	.027
	Pelayana Prima (X1)	.273	.059	.446	4.601	<,001
	Komunikasi efektif (X2)	.035	.067	.051	.6023	.602

b. Dependent Variable: loyalitas Pelanggan (Y)

Source: SPSS version 30

Based on the data output obtained, the multiple linear regression equation model can be formulated as follows:

$$Y = 7.642(\alpha) + 0.273(\beta1X1) + 0.035(\beta2X2)$$

The regression results for the excellent service variable (X1) have a regression coefficient value of 0.273 and for the effective communication variable (X2) has a coefficient value of 0.035 and the constant (α) is 7.624. Based on the results of this equation, the pattern of influence of excellent service (X1), effective communication (X2) and customer loyalty (Y) can be explained as follows:

- α = 7.642 if Excellent Service (X1) and Effective Communication (X2) are 0, then the amount of Customer Loyalty (Y) is 7.642.
- B1 = 0.273 means that if Excellent Service (X1) is increased by one point and the effective communication variable (X2) does not change, Customer Loyalty (Y) increases by 0.273. The coefficient of the excellent service variable (X1) is positive, meaning that there is a positive relationship between excellent service (X1) and customer loyalty (Y), any increase in excellent service can increase customer loyalty.
- B2 = 0.035 means that if effective communication (X2) is increased by one point and the excellent service variable (X1) does not change, Customer Loyalty (Y) increases by 0.035. The coefficient of the effective communication variable (X2) is positive, meaning that there is a positive relationship between effective communication (X2) and customer loyalty (Y), any increase in effective communication can increase Customer Loyalty.

Hypothesis Test

Table 7. Test f

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.564	2	42.782	10.605	<,001ᵇ
	Residual	355.008	88	4.034		
	Total	440.571	90			

a. Dependent Variable: Loyalitas pelanggan (Y)
b. Predictors: (Constant), Komunikasi efektif (X2), Pelayanan Prima (X1)

Source: SPSS version 30

There are results obtained from the table, the regression value has a significant level of 0.001, smaller than the value of α = 0.05.

Table 8. The t-test

Coefficientsᵃ

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.642	3.391		2.253	.027
	Pelayana Prima (X1)	.273	.059	.446	4.601	<,001
	Komunikasi efektif (X2)	.035	.067	.051	.523	.602

a. Dependent Variable: loyalitas Pelanggan (Y)

Source: SPSS version 30

There are results obtained from the table, the significant value of Excellent Service of 0.001 is smaller than the value of α = 0.05 and the significant value of Effective Communication of 0.602 is greater than the value of α = 0.05.

To answer the first hypothesis (H1): excellent service and effective communication have a positive effect on customer loyalty at Excelso Vitka Point Tiban Batam. From the f test table, it can be seen that the regression value has a significant level of 0.001, this value is smaller than α = 0.05, meaning that the research hypothesis which states "excellent service and effective communication have a positive effect on customer loyalty at Excelso Vitka Point Tiban Batam" is accepted.

To answer the second hypothesis (H2): excellent service has a positive effect on customer loyalty at Excelso Vitka Point Tiban Batam. From the t test table, it can be seen that the regression

coefficient value of excellent service has a significant 0.001, this value is smaller than α = 0.05, meaning that the research hypothesis which states "excellent service has a positive effect on customer loyalty at Excelso Vitka Point Tiban Batam" is accepted.

To answer the third hypothesis (H3): effective communication has a positive effect on customer loyalty at Excelso Vitka Point Tiban Batam. From the t test table, it can be seen that the regression coefficient value of effective communication has a significant 0.602, this value is greater than α = 0.05, meaning that the research hypothesis which states "effective communication has a positive effect on customer loyalty at Excelso Vitka Point Tiban Batam" is rejected.

Determination Coefficient Test

Table 9. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441[a]	.194	.176	2.009
a. Predictors: (Constant), Komunikasi efektif (X2), Pelayanan Prima (X1)				

Source: SPSS version 30

Based on the results of the following analysis, the correlation result is 0.441 and the coefficient of determination (R Square) is 19.4%. Which means that if there is a one-point increase in the variables of excellent service and effective communication, there will be an increase of 19.4% in customer loyalty. While the other 80.6% is influenced by other factors outside this study.

Conclusion

Based on the results of data analysis and discussion, it can be concluded: 1) Pelayana Prima with indicators of ability, attitude, appearance, attention, action and responsibility with the results of the analysis that has been done shows the results of a significant value smaller than the value of α = 0.05 which means that excellent service has a positive and significant effect on customer loyalty at Excelso Vitka Point Tiban Batam. 2) Effective Communication with indicators of understanding, pleasure, influencing attitudes, good social relations and action, with the results of the analysis that has been done showing the results of a significant value greater than the value of α = 0.05, which means that effective communication has no significant effect on customer loyalty at Excelso Vitka Point Tiban Batam, but still has a positive effect. In the t test, excellent service has a significant value <0.001, so excellent service is the most dominant variable, so excellent service is more dominant in influencing customer loyalty at Excelso Vitka Point Tiban Batam than effective communication. 3) Excellent Service and Effective Communication Together on Customer Loyalty with the test results of the significant value of the f test is smaller than the value of α = 0.05, this means that excellent service and effective communication have a positive and significant effect on customer loyalty at Excelso Vitka Point Tiban Batam.

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