

Research Article

The Influence of Digital Marketing, Service Quality and Product Variety on Customer Loyalty of Kopi Daeng Cafe in Balikpapan

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Abstract: This study aims to determine and analyse the influence of digital marketing, service quality and product variety partially on customer loyalty of Kopi Daeng Gunung Bakaran Balikpapan Branch. This study uses a quantitative approach with a survey method. The sampling technique in this study is Non- Probability Sampling with Incidental Sampling technique. Based on this technique, the number of samples in this study was 180 respondents who that be customers. The Data collection was carried out by distributing online questionnaires via Google Form to respondents who had made the purchasing at this place. The data analysis technique in this study used validity test, reliability test, classical assumption test, t test, f test, linear regression test and coefficient of determination test using the Statistical Package for the Social Sciences (SPSS) version 15.0 program. The results showed of the digital marketing variable did not have a significant effect on customer loyalty, the service quality variable did not have a significant effect on customer loyalty, while the product variety variable had a positive and significant effect on customer loyalty.

Keywords: Consumer Behavior; Customer Loyalty; Digital Marketing; Product Variety; Service Quality.

1. Introduction

The Culinary diversity is one of Indonesia's riches, especially in Balikpapan, where the culinary industry is experiencing quite rapid and interesting developments, with increasing public interest in various culinary choices over time (BPS Kota Balikpapan, 2024). One of the growing culinary industries is Cafes in Balikpapan, this very rapid development has become a lifestyle and a new trend among the community, especially young people in Balikpapan (DPMPSTP City Balikpapan, 2024). This phenomenon has become a very potential business opportunity for entrepreneurs to develop their businesses (Librina Tria Putri dkk, 2024). In Balikpapan, several cafes such as Kedai Kopi Mantaw, Roti Tiam Bakery, Senja Coffee, and Kedai Kopi Hitam Manis have succeeded in stealing the attention of the people in Balikpapan. The increasingly competitive competition can be seen from several cafes that provide places with attractive interior designs, offer a comfortable atmosphere, plus live music and the history of coffee making that attracts customer buying interest. (C. Prihandoyo dkk, 2023).

One of the cafe that is currently facing competition is Kopi Daeng, Gunung Bakaran Branch, Balikpapan, which has been around since 2017. It is also offering food and beverage similar to several cafes in Balikpapan, but Kopi Daeng Balikpapan has a unique characteristic by offering typical Sulawesi Warkop drinks and food, it's not only serving these specialties, but also providing a variety of menus that attract customers. In Increasing sales of Kopi Daeng is implemented digital marketing strategies, service quality, and product variety to enhance customer loyalty. These three factors significantly influence customer loyalty.

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Effective and engaging the digital marketing implementation is able to strengthen customer relationships with the cafe. On the other hand, friendly, fast and professional service creates satisfaction and a positive experience for customers. Meanwhile, the variety of products offered provides added value that encourages customers to return. If it managed well and consistently, The café is can not only retain loyal customers but also attract new customers and compete with other cafes that offer similar advantages in the Balikpapan area.

According to (Ihsan et al., 2025), digital marketing is any marketing effort carried out using devices connected to the internet. Various digital strategies and media are used to communicate with potential consumers through online communication channels. The right digital marketing strategy can increase customer loyalty in cafes by strengthening engagement and building closer relationships. By utilizing social media, personalized services and digital loyalty programs, Kopi Daeng café has implemented a digital marketing strategy using social media such as Instagram, YouTube, and ratings on the Google platform. This supports research conducted by (Brahmantara, Dieefa., Santoso, Budi., & Tyas, 2024) which shows that digital marketing has a positive and significant influence on customer loyalty in cafes.

In addition to digital marketing, service quality that exceeds customer expectations plays a crucial role in creating satisfaction and fostering customer loyalty. This loyalty is not only reflected in the frequency of customer returns, but also in actions such as providing recommendations and continuing to choose the service despite the availability of other options. By ensuring consistent service and continuously striving to improve the customer experience through effective strategies, it is able to maintain and strengthen long-term customer loyalty. Therefore, customer loyalty is not only reflected in repeat visits, but also in actions such as providing positive reviews and recommending to others. This supports research (Meilywy et al., 2024) which states that service quality has a positive and significant impact on customer loyalty in cafes.

The final factor is product variety. According to (Indrasari, 2019), product variety is all the goods sold by producers to buyers. In the cafe industry, menu diversity is not only the main attraction but also serves as a differentiation strategy to face competition. However, product variety also has potential risks such as choice overload and quality inconsistency, which can reduce customer satisfaction. Therefore, this study is relevant to examine the extent to which product variety influences customer loyalty, as well as how cafes can manage menu diversity effectively to maintain business sustainability. This is supported by research (Librina Tria Putri dkk, 2024), which shows that product variety has a positive and significant effect on customer loyalty in cafes.

However, problems arise when reviews on social media and digital platforms like Google Reviews mention dissatisfaction with the quality of service and the consistency of taste across several product variations. This can impact customer perception and potentially decrease customer loyalty to the cafe. Furthermore, the emergence of new competitors who are increasingly focusing on digital marketing strategies, good service quality, and the consistency of taste across each product variation presents a challenge for this cafe, in maintaining customer loyalty. If this is not managed properly, customers could potentially switch to other cafes that are perceived as providing a more satisfying consumption experience.

Based on the description above, it is important for this café to conduct an in-depth analysis of the influence of digital marketing, service quality, and product variety on customer loyalty, particularly in facing the increasingly competitive culinary business in Balikpapan. This research is expected to provide insight into effective marketing strategies to increase customer loyalty.

Based on this phenomenon, the formulation of the research problem is whether digital marketing, service quality and product variety partially influence customer loyalty at the café of Kopi Daeng, Gunung Bakaran Branch, Balikpapan.

The purpose of this study is to analyse and determine whether digital marketing, Service quality and product variety have a positive and significant partial influence on Customer Loyalty, while the hypothesis of this study is that Digital Marketing, Service Quality and Product Variety have a Positive and Significant Partial influence on Customer Loyalty at this café.

2. Literature Review

The theoretical basis used in this study, according to (Kotler, P., dan Keller, 2022), is customer loyalty, which refers to the repeat purchase of a desired product or service. Consumer loyalty is a deeply held commitment by consumers to purchase or support a preferred product or service in the future, despite the influence of other businesses and situations that may cause customers to switch from the product or service offered. According to (Kotler, P., & Keller, 2019), digital marketing emphasizes that modern marketing must be based on interaction, engagement, and digital connectivity. Consumers are viewed as active partners in brand building, not simply passive targets.

According to (Kotler, P., dan Armstrong, 2021) service quality reflects the overall excellence and characteristics of a product or service that support its ability to meet needs, both directly and indirectly. Quality service products play a crucial role in shaping customer satisfaction. Satisfaction in service is an aspect that service providers must optimally provide and strive to achieve for their customers. The another definition (Ijptono, 2022) product variation is a form of differentiation that provides space for consumers to choose according to their wishes, thus generating interest in trying and ultimately making a purchase.

3. Research Framework and Hypothesis

The Influence Between Variables

The Influence of Digital Marketing on Customer Loyalty

The Digital marketing refers to marketing activities that utilize the internet and various online platforms, such as websites and social media, to disseminate information widely (Priyono, 2024). The right digital marketing strategy can increase customer loyalty to a cafe by strengthening engagement, building closer relationships, and enhancing the customer experience. By leveraging social media, personalized services, and digital loyalty programs, cafes can retain loyal customers while attracting new ones.

The Influence of Service Quality on Customer Loyalty

According to (Kotler, P., dan Armstrong, 2021) service quality reflects the overall excellence and characteristics of a product or service that support its ability to meet needs, both directly and indirectly. Service quality that exceeds customer expectations plays a crucial role in creating satisfaction and fostering customer loyalty. By ensuring consistent service and continuously striving to improve the customer experience through effective strategies, cafes can maintain and strengthen long-term customer loyalty.

The Influence of Product Variety on Customer Loyalty

In the context of a culinary business like a cafe, product variety can be seen in menu options, presentation methods, package prices, and the visual presentation of the food and beverages offered. The broader or greater the variety offered, the greater the chance of customers finding a menu item that suits their tastes. Consistently presenting a variety of attractive and high-quality products can build long-term relationships with customers, creating a strong emotional attachment to the brand and ultimately increasing customer loyalty.

Research Hypothesis

The hypothesis of this research is:

H1: Digital Marketing is suspected to have a significant influence on Customer Loyalty

H2: Service Quality is suspected to have a significant influence on Customer Loyalty

H3: Product Variety is suspected to have a significant influence on Customer Loyalty.

4. Research of Methods

Types of research

Type of Research The type of research used in this study is quantitative research. Quantitative research is a systematic scientific study of parts and phenomena and their causal relationships. Quantitative research is defined as a systematic investigation of phenomena by collecting measurable data using statistical and mathematical techniques (Karimuddin et al., 2022).

Population

The population in this study were consumers who had visited Kopi Daeng, Gunung Bakaran Branch, Balikpapan.

Sample Collection Techniques

In this study, the researcher used Non-Probability Sampling with Incidental Sampling technique. According to (Sugiyono, 2019) Incidental sampling is a sampling technique based on chance, that is, anyone who accidentally meets the researcher can be sampled if the person fits the specified criteria. The criteria in this study were cafe visitors aged at least 17 years, have made at least two purchases at the cafe and are willing to be respondents by filling out a questionnaire.

Sample

The author determined a sampling of 180 respondents based on calculations using Hair's formula, which suggests a sample size of 5–10 times the number of research indicators. With a total of 20 indicators, the requirement was 180 respondents (9 x 20).

Data collection technique

Data were collected using a questionnaire (Google Forms) distributed online to respondents based on a 5-point Likert scale.

5. Results and Discussion

The Result

The following are the results of a descriptive analysis of the respondent data, which included questions about personal information such as gender, age, occupation, income, and frequency of visits to Kopi Daeng, Gunung Bakaran Branch, Balikpapan.

Table 1. Respondent Identity Data.

Category		Total	Percentage (%)
Gender			
1.	Male	71	39.4%
2.	Female	109	60.6%
Age			
1.	17-25 Years	44	24.4%
2.	26-35 Years	100	55.6%
3	35-40 Years	30	16,70%
4	>40 Years	6	3,30%
Occupation			
1	Student	31	17,20%
2	Privat Employee	81	45,00%
	Civil		
3	Servant/State-Owned Enterprise	42	23,30%
4	Self-Employed	22	12,20%
5	Others	4	2,20%
Income			
1	< Rp. 1.000.000	6	3,30%
2	Rp. 1.000.000 – Rp. 2.000.000	30	16,70%
3	Rp. 2.000.000 – 3.000.000	58	32,20%
4	>Rp. 4.000..000	71	39,40%
5	No Income	15	8,30%
Visit			
1	1-3 times	33	18,30%

2	4-5 times	88	48,90%
3	6-7 times	47	26,10%
4	>8 times	12	6,70%

Source: 2026 Respondents' Answers

Validity Test

Table 2. Validity Test Results.

Variable	Item	Pearson Correlations	r-table n = 30	Information n
<i>Digital Marketing</i> (X1)	X1.1	0,383	0,361	Valid
	X1.2	0,408	0,361	Valid
	X1.3	0,382	0,361	Valid
	X1.4	0,387	0,361	Valid
Service Quality (X2)	X2.1	0,367	0,361	Valid
	X2.2	0,467	0,361	Valid
	X2.3	0,445	0,361	Valid
	X2.4	0,488	0,361	Valid
	X2.5	0,38	0,361	Valid
Product Variation (X3)	X3.1	0,377	0,361	Valid
	X3.2	0,465	0,361	Valid
	X3.3	0,576	0,361	Valid
	X3.4	0,369	0,361	Valid
	X3.5	0,378	0,361	Valid
Customer Loyalty (Y)	Y1.1	0,396	0,361	Valid
	Y1.2	0,511	0,361	Valid
	Y1.3	0,401	0,361	Valid
	Y1.4	0,373	0,361	Valid
	Y1.5	0,498	0,361	Valid
	Y1.6	0,416	0,361	Valid

Source: Data processing results with SPSS 15.0

Based on table 2, it shows the results of the validity calculation where the calculated r value $>$ r table for the variables Digital Marketing (X1), Service Quality (X2), Product Variation (X3), and Customer Loyalty (Y), which means that all statements are declared valid because the calculated r is more than 0.361.

Reliability Test

Table 3. Validity Test.

Variable	Value Cronbach's Alpha	Critical Value	Description
<i>Digital Marketing</i> (X1)	0,644	0,50	Reliable
Service Quality (X2)	0,662	0,50	Reliable
Product Variation (X3)	0,569	0,50	Reliable
Customer Loyalty (Y)	0,633	0,50	Reliable

Source: Data processing results with SPSS 15.0

Based on Table 3, it shows that all items related to the independent and dependent variables, namely Digital Marketing (X1), Service Quality (X2), Product Variety (X3), and Customer Loyalty (Y), can be declared reliable. This is because the variables have a Cronbach's Alpha value greater than 0.50. So, it can be concluded that the answers given by the respondents from these variables are quite reliable, so all statement items in this study are

reliable and can be used. So, the results of the validity and reliability tests indicate that the questionnaire is suitable for use.

Uji Normality

Table 4. Normality Test.

N	Test Statistic	Asymp. Sig (2-tailed)	Std Deviation
180	0,066	0,192	2,98386953

Source: Data processing results with SPSS 15.0

Table 4. above shows the results of the normality test. It can be seen that the asymp.sig value of 0.192 is greater than the significance level of 0.05, so that the normality test on the research data has been normally distributed.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test.

Independent variable	Sig	Standard	Information
<i>Digital Marketing</i> (X1)	0,844		There is no heteroscedasticity
Service Quality(X2)	0,941	0,05	
Product Variations (X3)	0,666		

Source: Data processing results with SPSS 15.0

Based on table 5, it can be seen that the significance value of the variables Digital Marketing (X1), Service Quality (X2), and Product Variety (X3) is greater than the significance level of 0.05 (Sig.>0.05).

Multicollinearity Test

Table 6. Multicollinearity Test.

Independent Variable	<i>Collinearity Statistic</i>		Standard	Standard	Information
	<i>Tolerance</i>	VIF	<i>Tolerance</i>	VIF	
<i>Digital Marketing</i> (X1)	0,991	1,009	0,1	10	There is no multicollinearity
Service Quality(X2)	0,988	1,012	0,1	10	
Product Variations (X3)	0,982	1,018	0,1	10	

Source: Data processing results with SPSS 15.0

Based on Table 6, the results of the study indicate that all independent variables have a Tolerance value greater than 0.10 and a VIF value less than 10. In fact, the VIF value is close to 1, which indicates that the correlation between the independent variables is very low. Thus, it can be concluded that there is no multicollinearity in the regression model, so that the variables Digital Marketing, Service Quality, and Product Variety are suitable for use in predicting Customer Loyalty.

Uji F

Table 7. Uji Simultan (f).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189,228	3	63,076	6,966	,000(a)
	Residual	1593,722	176	9,055		
	Total	1782,950	179			

Source: Data processing results with SPSS 15.0

Based on table 7. the results of the F-test in the Anova table obtained an F-count value of 6.966 with a significance value of 0.000. The F-table value at a significance level of 0.05 with df1 = 3 df2 = 176 is 2.66. Because the calculated F (6.966) is greater than the F-table (2.66) and the significance value.

Uji T

Table 8. Uji Parsial (t).

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta		B	Std. Error
(Constant)	11,729	2,533			4,630	,000
<i>Digital Marketing</i>	,127	,090	,101		1,418	,158
Service Quality	,138	,074	,134		1,863	,064
Product Variations	,334	,094	,256		3,554	,000

Source: Data processing results with SPSS 15.0

Based on the t-test results, the digital marketing and product quality variables do not have a significant effect because the calculated t-test value is <0.05 , while the product variation variable has a significant effect on Customer Loyalty.

Coefficient of Determination Test**Table 9.** Coefficient of Determination Test.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,326	,106	,091	3,00919

Source: Data processing results with SPSS 15.0

Table 9 shows that the coefficient of determination (Adjusted R Square) is 0.106 or 10.6%. This means that the variables Digital Marketing (X1), Service Quality (X2), Product Variety (X3), are only able to explain the influence on Customer Loyalty by 10.6%, while 89.4% is influenced by other variables not studied, such as price, customer satisfaction, brand image, promotion, and other factors.

Discussion

- The results of the study indicate that digital marketing variables do not significant influence customer loyalty at Kopi Daeng cafe, This finding aligns with research (Septian Trisyananda & Irmawati, 2023), while research by (Brahmantara, Dieefa., Santoso, Budi., & Tyas, 2024) found that digital marketing variables have a positive and significant effect on customer loyalty.
- The results of the study indicate that the service quality variable does not have a significant effect on customer loyalty at Kopi Daeng, Gunung Bakaran Branch, Balikpapan. This is in line with research from (Septian Trisyananda & Irmawati, 2023), (Syaeffuloh, 2025) and (Ardian et al., 2022) while research from (Brahmantara, Dieefa., Santoso, Budi., & Tyas, 2024) and (Meilywy et al., 2024) states that the service quality variable has a positive and significant effect on customer loyalty.
- The results of the study show that the Product Variation variable has a significant effect on customer loyalty at Kopi Daeng, Gunung Bakaran Branch, Balikpapan, while the results of research by (Ardian et al., 2022) state that the Product Variation variable has a negative and significant effect on customer loyalty.

5. Closing**Conclusion and Suggestions**

The conclusion of the research results shows that the Digital Marketing and Service Quality Variables do not have a significant effect on Customer Loyalty of Kopi Daeng, Gunung Bakaran Branch, Balikpapan, so the hypothesis is not proven and cannot be accepted, while the Product Variation Variable has a significant effect on Customer Loyalty, so the hypothesis is proven and can be accepted. The suggestions that can be given through the research of results in order to get better results are Kopi Daeng café, it is able to conduct in-depth market research to understand Digital Marketing Strategies to increase customer loyalty, it can improve service quality to provide a better experience for customers so that the level of customer loyalty is getting higher. it also pays more attention to the variety of products

offered to customers by adding product types, innovating products and adjusting to consumer needs. So that it can maintain customer loyalty of Kopi Daeng, and for further research, it is recommended to add other variables that can influence customer loyalty such as price, customer satisfaction, brand image, promotion and customer trust.

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