CHAPTER V
CONCLUSION

1.1.Conclusion

This study demonstrates that House of Musi has successfully achieved outstanding customer satisfaction across multiple aspects. Average scores exceeding 4 for nearly all indicators—including product quality (4.27), service (4.24), and ambiance (4.21)—prove that the café's current business model and execution are highly effective. Customers are not only satisfied with the core coffee products but also value the holistic experience offered by the establishment. This strong performance provides a solid foundation for maintaining a loyal customer base.

The findings reveal that House of Musi has cultivated a profound emotional bond with its patrons. Indicators such as "makes me feel more alive" (4.17) and "I really like House of Musi" (4.15) suggest that the café has transcended being merely a coffee-serving venue to become an integral part of customers' daily lives and identities. This emotional attachment serves as a valuable asset for developing experience-based and community-driven marketing strategies.

While overall feedback is positive, the study identifies areas for potential improvement. Slightly lower scores in innovation (4.00) and comparative preference (3.96–4.04) indicate room for strengthening brand differentiation. House of Musi could consider introducing signature products, implementing

service technologies, or designing more creative loyalty programs to reinforce its unique market position.

The analysis highlights distinct customer segments, with approximately 15–25% of respondents providing neutral ratings across various aspects. This group represents a significant opportunity for conversion into more loyal patrons. Strategies such as personalized service, tailored engagement programs, or refinements in specific underperforming areas could enhance their involvement. A data-driven approach to understanding these customer segments will be crucial for future strategy development.

To sustain and enhance its competitive edge, House of Musi should institutionalize a more structured and real-time customer feedback system. Balancing innovation with consistent product and service quality will be a key challenge. Additionally, developing more effective communication strategies to convey the brand's unique values to consumers will help solidify its market positioning. By maintaining existing strengths while proactively addressing areas for improvement, House of Musi has significant potential not only to retain its loyal customers but also to expand its market share in the future.

Collectively, this research provides a comprehensive mapping of loyalty formation mechanisms at House of Musi. The interplay between brand image, satisfaction, trust, and brand respect's moderating role offers holistic insights into building and sustaining customer loyalty in coffee shop businesses. These

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findings substantially enrich marketing literature, particularly regarding local Indonesian F&B business contexts.

1.2.Research Implication

The comprehensive survey data underscores House of Musi's strong market position, with customers consistently rating their experiences highly across multiple dimensions. The coffee shop excels in fundamental areas like product quality (average score 4.27), service (4.24), and atmosphere (4.21), demonstrating successful execution of core coffee shop operations. However, the slightly lower scores in comparative preference metrics (3.96-4.04) reveal an opportunity to sharpen competitive differentiation. To capitalize on this, management might consider developing signature products or experiences that cannot be easily replicated by competitors, such as unique brewing methods or locally-sourced ingredient stories that enhance perceived value and distinctiveness.

he data reveals exceptionally strong customer attachment, with metrics like "I will continue to visit" (4.06) and recommendation likelihood (4.21) indicating healthy retention potential. However, the presence of neutral responses (typically 15-25% across statements) suggests a segment of customers who, while satisfied, aren't yet brand advocates. Implementing a tiered loyalty program with experiential rewards (e.g., barista workshops or limited-edition tastings) could help convert these neutral customers into passionate regulars. Additionally, the high scores for emotional connection

("makes me feel more alive" at 4.17) suggest opportunities to build marketing campaigns around customer lifestyle and identity rather than just product features.

While service quality scores are strong overall (4.19), the 20% neutral response to overall service satisfaction indicates room for consistency improvements. Targeted staff training programs focusing on personalized service recovery (when issues occur) and proactive engagement could help elevate these scores. The price satisfaction score (4.18), while good, shows a similar pattern - suggesting value could be more clearly communicated through menu redesign or bundling strategies. Interestingly, the data shows customers perceive House of Musi as sincere (4.14) but slightly less innovative (4.00), pointing to an opportunity to better showcase any behind-the-scenes quality processes or sustainability efforts that could enhance both perceptions simultaneously.

The consistent high performance across brand love metrics (averaging 4.1+) provides a solid foundation for expansion. However, to sustain this position, House of Musi should institutionalize its customer feedback mechanisms, perhaps through digital platforms that allow real-time input and faster response to emerging trends. The minor but consistent presence of neutral responses across all categories (typically 15-30%) represents both a challenge and opportunity - these customers are satisfied but not delighted, suggesting that incremental improvements in multiple areas could yield

significant competitive advantage. Future success may depend on balancing consistency in core offerings with measured innovation in menu development, store design, and customer engagement strategies to maintain relevance in an evolving market.

The study also provides actionable recommendations for marketing strategies in the coffee shop industry. Rather than focusing solely on emotional appeals or promotional tactics, marketers should emphasize brand respect through community engagement, sustainability initiatives, and ethical operations. The findings demonstrate that customers develop deeper loyalty when they respect a brand's values and integrity, beyond just liking its products or atmosphere.

For customer experience design, the research suggests balancing functional and emotional elements. While product quality and service efficiency remain fundamental, creating meaningful emotional connections through brand respect can significantly enhance loyalty. Coffee shop managers should consider how to integrate both aspects into their operations, from menu development to interior design and customer service protocols.

The academic implications of this study contribute to brand management literature by validating and expanding the lovemarks theory in an Indonesian F&B context. The findings reveal cultural nuances in how brand love and respect operate differently than in Western markets, suggesting that loyalty formation mechanisms may vary across cultural settings. This opens new

avenues for cross-cultural consumer behavior research in the foodservice industry.

Researchers can build upon this study's framework to examine additional variables that might influence brand loyalty. Future studies could explore the role of digital engagement, price sensitivity, or generational differences in shaping customer relationships with coffee shop brands. The unexpected finding about brand love's limited moderating effect particularly warrants further investigation into emotional versus rational decision-making in emerging markets.

Methodologically, this research demonstrates the effective application of PLS-SEM in analyzing complex brand relationship constructs within the F&B sector. The approach provides a model for future studies examining similar phenomena in service industries, offering robust analytical tools for understanding multifaceted consumer behavior patterns.

For marketing educators, these findings offer valuable case material that bridges theory and practice. The concrete examples of how brand trust, image, and emotional connections operate in real business settings can enhance classroom discussions and make theoretical concepts more relatable to students. The study serves as an excellent example of applied consumer behavior research with direct relevance to industry practice.

Finally, the research identifies several gaps in current understanding that suggest promising directions for future inquiry. Comparative studies across different foodservice segments, deeper examinations of generational differences in loyalty drivers, and investigations into the interplay between digital and physical brand experiences could all build upon this study's foundation. These academic explorations would further enrich our understanding of customer-brand relationships in evolving market landscapes.

1.3.Limitation and Future Research

While this study provides valuable insights into brand loyalty formation in coffee shops, several limitations should be acknowledged. First, the research focused exclusively on House of Musi in Padang, which may limit the generalizability of findings to other coffee shop brands or different geographical locations. The cultural and economic specificities of this particular market may have influenced customer perceptions and behaviors in ways that might not apply to other regions in Indonesia or internationally.

The study's cross-sectional design represents another limitation, as it captures customer perceptions at a single point in time rather than tracking changes in attitudes and behaviors over an extended period. Brand loyalty is inherently dynamic, and a longitudinal approach could reveal how relationships between the studied variables evolve as customers have more experiences with the brand and as market conditions change.

Methodological constraints also merit consideration. The reliance on self-reported survey data may introduce common method bias, where respondents might provide socially desirable answers or misinterpret certain questions. Additionally, while the sample size was adequate for the analysis, the participant pool may not fully represent all customer segments that frequent House of Musi, potentially overlooking important variations in different demographic groups' perceptions and behaviors.

Future research could address these limitations while expanding on the current findings. A promising direction would be to conduct comparative studies across multiple coffee shop brands in different Indonesian cities, which would help determine whether the observed relationships hold true across various competitive contexts and regional cultures. Such comparative work could identify universal versus context-specific drivers of brand loyalty in the F&B sector.

Another valuable extension would be to incorporate additional variables that might influence the loyalty formation process. For instance, examining the role of digital engagement through social media and mobile apps could provide insights into how online and offline brand experiences interact to shape customer loyalty. The growing importance of technology in customer-brand relationships makes this a particularly relevant area for investigation.

Future studies might also benefit from employing mixed-methods approaches that combine quantitative surveys with qualitative techniques like

in-depth interviews or ethnographic observations. This could uncover richer, more nuanced understandings of how customers experience and interpret different aspects of the coffee shop brand, potentially revealing factors not captured by the current measurement model.

The unexpected finding regarding brand love's limited moderating effect suggests several directions for further inquiry. Researchers could explore whether this result reflects characteristics specific to Indonesian consumers, the coffee shop context, or perhaps measurement issues. Comparative studies across different service industries or cultural contexts could help clarify the conditions under which brand love does or doesn't significantly influence loyalty relationships.

Longitudinal research designs would be particularly valuable for understanding how the relationships between brand image, trust, satisfaction, and loyalty develop and change over time. Tracking customers from their first visit through repeated experiences could reveal critical thresholds or patterns in loyalty formation that cross-sectional studies cannot detect.

Experimental approaches could also complement the current correlational findings. For example, researchers could manipulate different aspects of brand presentation or customer experience to test causal effects on trust, satisfaction, and loyalty indicators. Such controlled studies could provide stronger evidence about which specific brand management interventions most effectively drive customer retention.

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Finally, future research could explore boundary conditions for the current findings by examining how different customer segments (based on demographics, consumption frequency, or other characteristics) might vary in their loyalty formation processes. Understanding these segment-specific patterns could help coffee shops develop more targeted and effective loyalty-building strategies for different customer groups.

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