The Analysis of Customer Loyalty to Takeaway Restaurants in The Special Region of Yogyakarta

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Article Info

ABSTRACT

The rapid advancement of technology and information has significantly impacted various sectors, including the food and beverage industry. As a fundamental human need, food plays a crucial role, and the increasing demand has led to substantial growth in this sector, particularly in restaurants and eateries. According to data from the Ministry of Industry (2023), the food and beverage industry grew by 5.35% in the first quarter of 2023, making it a major contributor to the non-oil and gas processing Gross Domestic Product (GDP). This study investigates the effects of service quality, product innovation, and customer satisfaction on customer loyalty at Takeaway Restaurants in the Special Region of Yogyakarta. Given the increasing competition in the food and beverage industry, understanding these factors is essential for maintaining a loyal customer base. Utilising a quantitative approach, data were collected from 123 repeat customers through online surveys administered via Google Forms. Using the SPSS analysis tool, IBM SPSS 23 Software version. The results indicate that all three variables significantly influence customer loyalty, with service quality having the most substantial impact. The findings highlight the importance of exceeding customer expectations through high-quality service and innovative product offerings. Additionally, recent challenges, such as concerns over hygiene practices, underscore the need for immediate improvements in service standards. Recommendations for Takeaway Restaurants include enhancing staff training, ensuring cleanliness, and fostering a positive dining experience to build long-term loyalty.

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INTRODUCTION

The food and beverage industry has experienced significant growth driven by increasing demand and technological advancement. New restaurants and food stalls are proliferating

across cities with diverse menus, intensifying market competition. Data from the Ministry of Industry (2023) shows that the food and beverage industry recorded 5.35% growth in the first quarter of 2023, becoming a major non-oil GDP contributor (Ministry of Industry, 2023). However, this growth has intensified competition, requiring businesses to differentiate themselves through product innovation and quality service.

One prticular takeaway restaurants in the Special Region of Yogyakarta, specialising in fried chicken, has been operating since 2018 and has successfully opened more than 50 branches in various major cities across Indonesia. Despite showing remarkable growth, takeaway restaurants need to take strategic steps to maintain and increase customer loyalty amidst increasingly fierce competition. Service quality, product innovation, and customer satisfaction are crucial factors to consider in building long-term relationships with consumers.

Customer loyalty, demonstrated through repeat purchases Dekrityawa, (2023), depends on service quality that exceeds expectations and drives satisfaction. To strengthen customer loyalty, takeaway restaurants need to focus on service quality that exceeds customer expectations, creating a positive experience. Good service quality not only reflects a company's commitment to customer needs but also contributes to customer satisfaction. However, the takeaway restaurant sector faces a severe service quality crisis: a viral video showing employees preparing food without proper attire has damaged the brand's reputation and raised serious hygiene concerns, requiring urgent improvements in service standards.

Product innovation is also a crucial factor in maintaining customer loyalty. Takeaway restaurants are known for their varied and appealing menus, but challenges arise because some of their products are perceived as similar to competitors' products, such as McDonald's fried chicken. According to Sisca (2021), non-unique innovation can harm a company's image, making it appear as a copycat rather than a true innovator.

Customer satisfaction is the foundation for building loyalty. As observed by Kotler & Keller (2009), satisfaction arises from the comparison between customer expectations and actual experiences. Without satisfaction, loyalty is difficult to achieve. The restaurants need to focus on strategies to increase customer satisfaction by improving product and service quality and ensuring a positive experience in every interaction. Based on this phenomenon and the existing research gap, this study aims to analyse the influence of these three variables simultaneously and partially on customer loyalty in takeaway restaurants

LITERATURE REVIEW
Customer loyalty is a voluntary commitment demonstrated by customers to continue supporting and using a company's products or services over the long term, despite the presence of numerous alternatives in the market (Esha, 2021). This loyalty arises from positive experiences felt by customers, including product quality, satisfactory service, and an emotional connection with the brand (Oliver, 1997). According to Kotler & Keller (2016), characteristics of loyalty include satisfaction, repeat purchases, word-of-mouth recommendations, evangelism, and emotional attachment. Indicators of customer loyalty according to Kotler & Armstrong (2018) consist of positive feedback, where customers share good experiences; recommending products to others; and repeat purchases, where customers continue to choose the same product or service. Customer loyalty represents a

long-term commitment in which customers consistently choose and support a company's products or services, even when faced with many alternatives. This loyalty is built through positive experiences such as high service quality, innovative products, and strong customer satisfaction, which together foster emotional attachment and trust toward the brand. Therefore, hypothesis 1 is formulated as follows.

H_1: Service quality, product innovation, and customer satisfaction simultaneously have a significant influence on customer loyalty.

Service quality is a consumer's perception of the service elements in a product that influence customer satisfaction (Zeithaml et al., 2010). According to Tjiptono (2020), service quality is an effort to meet customer needs and desires according to their expectations. Before purchasing, customers have expectations of service quality that are shaped by personal needs, past experiences, recommendations, and information from advertisements (Lovelock, 2005). Service quality is considered high if the provider is able to meet or exceed customer expectations, creating a positive experience that encourages repeat purchases and builds loyalty (Zeithaml et al., 2010; Kurniawan & Auva, 2022). Evaluation of service quality is carried out by comparing customer perceptions of the service received with previous expectations (Tjiptono, 2008). Tjiptono (2019) identified indicators of service quality, namely: reliability, which includes the company's ability to provide appropriate and timely services; responsiveness, namely the willingness of employees to help and respond to customer requests; assurance, which includes the attitude and ability of employees in building trust; Empathy, which is the company's ability to understand and meet customer needs; and physical evidence, which refers to the attractiveness of facilities and the appearance of employees.

In the context of takeaway restaurants in the Special Region of Yogyakarta, this relationship becomes particularly relevant, as customers often rely on service speed, order accuracy, and staff responsiveness when evaluating their overall dining experience. All of these factors are interrelated and crucial for companies to maintain customer trust and create satisfaction. Thereby, hypothesis 2 is formulated as follows.

H_2: Service quality has a positive and significant effect on customer loyalty.

Product innovation is a creative process involving the application of technology and the utilisation of resources to create or develop new products that add value to individuals and society (Lukas & Ferrell, 2000; Makmur & Thahier, 2015). According to Setiadi (2010), there are five main indicators of innovation: relative advantage, which indicates the extent to which an innovation is perceived as better than previous products; compatibility, which refers to how well an innovation aligns with consumer values and needs; complexity, which describes the level of difficulty in understanding or using an innovation; trialability, which refers to the extent to which an innovation can be tested before adoption; and observability, which indicates the extent to which the results of an innovation are visible to others. In this study, the indicators used are relative advantage, compatibility, trialability, and observability, all of which play an important role in consumer adoption of innovation.

This innovation is not limited to the creation of new products, but also includes changes in function, usability, and marketing strategies across a company's operations. Where competition is intense and consumer behaviour is influenced by lifestyle and social trends, innovation becomes essential not only for attracting new customers but also for retaining existing ones. Therefore, this study extends previous research by analysing how

relative advantage, compatibility, trialability, and observability influence customer loyalty through customer satisfaction in a dynamic and culturally rich market environment. Thereby, hypothesis 3 is formulated as follows.

H_3: Product innovation has a positive and significant impact on customer loyalty.

Customer satisfaction is the emotional and cognitive evaluation a person experiences when comparing the actual performance of a product or service to their expectations (Kotler & Keller, 2009; Zeithaml et al., 2010). When a product or service meets or exceeds expectations, customers tend to be satisfied; conversely, disappointment arises when expectations are not met. Kotler (2003) emphasized that a consumer's final decision is influenced by the value offered compared to the sacrifices made. Factors that shape customer satisfaction include product quality, price, service quality, emotional factors, and cost and convenience (Kotler & Keller, 2016). Tjiptono (2014) mentions customer satisfaction indicators consisting of meeting expectations, intention to revisit, and willingness to recommend. Similarly, in the food and beverage industry, the presence of high service quality and products that meet consumer expectations can enhance customer loyalty. When customers perceive that their expectations are consistently fulfilled, they tend to resist switching to other restaurants and are more likely to make repeat purchases. Over time, this repeated positive experience can lead to the development of strong brand loyalty. Thereby, hypothesis 4 is formulated as follows.

H_4: Customer satisfaction has a positive and significant effect on customer loyalty.
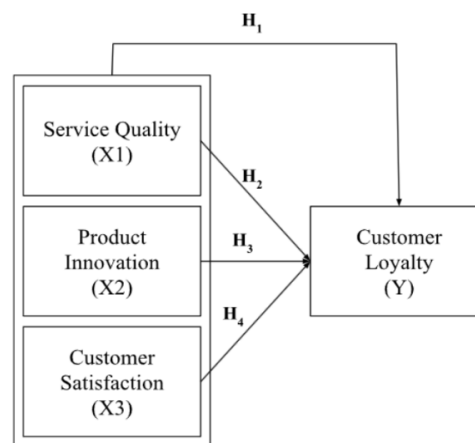

Figure 1. Conceptual Framework

RESEARCH METHODS
This study aims to analyse the influence of service quality, product innovation, and customer satisfaction on customer loyalty at takeaway restaurants in the Special Region of Yogyakarta. Using quantitative methods and a survey with a questionnaire distributed online via Google Form, the collected data will be analysed using IBM SPSS 25 software to test the established hypotheses.

Population and Sample
In this study, the population studied was all customers of Takeaway Restaurants in the Special Region of Yogyakarta who had made repeat purchases offline. The sample was taken using a non-probability sampling technique with a purposive sampling method.

Purposive sampling was employed to select respondents who met two essential criteria: having made at least three product purchases and being 17 years or older. The Google Form questionnaire was distributed through social media platforms, including Instagram and WhatsApp groups, targeting potential qualified respondents. Screening questions at the beginning of the survey verified eligibility, and only those meeting both criteria could proceed. This approach ensured the sample consisted of experienced customers capable of providing meaningful insights about the product or brand. Based on Hair (2017) formula, the minimum required sample size is 105 respondents. However, to mitigate potential sampling errors and account for incomplete responses, the researcher decided to collect data from 123 respondents.

Data Collection and Data Analysis
This study uses primary and secondary data, where primary data was collected through an online questionnaire via Google Form to obtain valid information from respondents, while secondary data was taken from journals, books, articles, and digital platforms such as TikTok and Google Maps. The variables analysed consisted of the dependent variable (Customer Loyalty) and independent variables (Service Quality, Product Innovation, and Customer Satisfaction), which were measured using a five-point Likert scale. According to Hair (2017), hypothesis testing of structural relationships depends on the quality of these measurement models, establishing both reliability and validity is essential for credible research findings. This instrument testing included validity and reliability tests using IBM SPSS 25, with validity determined by a significance value ≤ 0.05 and reliability if the Cronbach's Alpha coefficient ≥ 0.70. Data analysis was carried out descriptively and quantitatively, with multiple regression to test the influence of these variables on customer loyalty, as well as t-tests for hypothesis analysis, while using the determination test (R^2) to measure variations in the dependent variable.

RESULTS AND DISCUSSION
Respondents' Demographic Characteristics
The results of the research conducted to analyse the influence of service quality, product innovation, and customer satisfaction on customer loyalty at Takeaway Restaurants in the Special Region of Yogyakarta will be presented. Data were collected through questionnaires distributed to respondents, who were asked to provide information such as gender, age, residence, occupation, and monthly allowance/income.

The characteristics of the respondents indicate a clear demographic trend, particularly in gender. Out of the total respondents, a significant majority, 97 individuals (or 78.90%), identified as female, while only 26 individuals (21.10%) identified as male. This results in a noticeable gender gap of 57.80%. When looking at where the respondents live, the data shows a diverse representation from several areas. The largest group comes from Yogyakarta City, with 39 respondents, making up 31.7% of the total. Following that, Sleman has 31 respondents (25.2%), Gunungkidul has 35 respondents (28.5%), Bantul has 11 respondents (8.9%), and Kulon Progo has 7 respondents (5.7%).

In terms of occupation, most respondents are students, with a total of 75 individuals (61.0%). This is followed by private employees, who account for 20 respondents (16.3%), entrepreneurs with 9 respondents (7.3%), and civil servants, military, or police personnel, numbering 12 respondents (9.8%). Regarding income, the respondents are fairly diverse as well. A total of 23 individuals (18.7%) reported earnings below Rp 500,000.

Meanwhile, 33 respondents (26.8%) have an income ranging from Rp 500,000 to Rp 1,500,000. The majority, 37 respondents (30.1%), fall into the income bracket of Rp 1,500,000 to Rp 2,500,000, while 30 respondents (24.4%) earn above Rp 2,500,000. Overall, the most common income range among respondents is between Rp 1,500,000 and Rp 2,500,000, highlighting a concentration of income in this bracket.

Table 1. Respondent's Demographic Characteristics

Characteristics	Category	N	Percentage (%)
Gender	Female	97	78,90%
	Male	26	21,10%
Residence	Yogyakarta City	39	31,7%
	Sleman	31	25,2%
	Bantul	11	8,9%
	Kulon Progo	7	5,7%
	Gunungkidul	35	28,5%
Occupation	Students	75	61,0%
	Private Employee	20	16,3%
	Entrepreneur	9	7,3%
	Civil Servants/TNI/POLRI	12	9,8%
	Others	7	5,7%
Income/Salary	< 500.000 IDR	23	18,7%
	500.000 - 1.500.000 IDR	33	26,8%
	1.500.000 - 2.500.000 IDR	37	30,1%
	> 2.500.000 IDR	30	24,4%

Results of Validity and Reliability Tests

Table 2. Validity Test Result

Variabel	Item	Correlation Coefficient	r - tabel	Sig.	Remarks
Service Quality	X1.1	0.783	0.361	0.000	Valid
	X1.2	0.861	0.361	0.000	Valid
	X1.3	0.678	0.361	0.000	Valid
	X1.4	0.856	0.361	0.000	Valid
	X1.5	0.684	0.361	0.000	Valid
	X1.6	0.675	0.361	0.000	Valid
	X1.7	0.661	0.361	0.000	Valid
	X1.8	0.646	0.361	0.000	Valid
	X1.9	0.539	0.361	0.002	Valid
	X1.10	0.537	0.361	0.002	Valid
Product Innovation	X2.1	0.571	0.361	0.001	Valid
	X2.2	0.889	0.361	0.000	Valid
	X2.3	0.725	0.361	0.000	Valid
	X2.4	0.762	0.361	0.000	Valid
	X2.5	0.745	0.361	0.000	Valid
Customer Satisfaction	X3.1	0.786	0.361	0.000	Valid
	X3.2	0.905	0.361	0.000	Valid
	X3.3	0.854	0.361	0.000	Valid
	X3.4	0.910	0.361	0.000	Valid
	X3.5	0.910	0.361	0.000	Valid
	X3.6	0.447	0.361	0.013	Valid
Customer Loyalty	Y.1	0.594	0.361	0.001	Valid
	Y.2	0.639	0.361	0.000	Valid
	Y.3	0.622	0.361	0.000	Valid
	Y.4	0.668	0.361	0.000	Valid
	Y.5	0.612	0.361	0.000	Valid

Variabel	Item	Correlation Coefficient	r - tabel	Sig.	Remarks
	Y.6	0.785	0.361	0.000	Valid

This research is deemed valid because the significance value for each statement item is less than the critical point of 0.05 or 5%, and the correlation coefficient for each item is greater than 0.361.

Table 3. Cronbach's alpha Test Result

Variable	Cronbach's alpha	
Service Quality	0.879	Reliable
Product Innovation	0.796	Reliable
Customer Satisfaction	0.882	Reliable
Customer Loyalty	0.731	Reliable

For this study, it can be noted that all variables have a Cronbach's alpha coefficient greater than the critical value, which is 0.70.

Table 4. Regression Analysis Summary

Independent var.	Unstandardized		Standarized		
	B	Std. Error	Beta	T	Sig.
(Constant)	1,058	1,302		0,812	0,418
Service Quality	0,363	0,037	0,595	9,687	0,000
Product Innovation	0,264	0,066	0,234	4,011	0,000
Customer Satisfaction	0,143	0,046	0,173	3,129	0,002
$R^2 = 0,747$	Adjust $R^2 =$ 0,740				F test= 116.974
Dependent Variable; Customer Loyalty					

Table 4 presents the findings of the regression analysis, where the sign of each variable indicates the direction of its relationship and serves as the basis for hypothesis testing. The adjusted R-squared value of 0.740 indicates that service quality, product innovation, and customer satisfaction together account for 74% of the variation in customer loyalty. In other words, these three factors strongly influence how loyal customers are. The remaining 26% of the variation is caused by other factors that were not included in this research model. The regression analysis shows an F-test value of 116.974 with a significance level of 0.00, which means that service quality, product innovation, and customer satisfaction together significantly influence customer loyalty. This supports H_1, confirming that these three variables have a combined effect on customer loyalty. Additionally, Table 4 also reveals that the significance levels for H_2, H_3, and H_4 are all below 0.05, meaning each individual hypothesis is also supported.

Discussion

The research findings confirm the first hypothesis, indicating that service quality, product innovation, and customer satisfaction collectively have a significant positive impact on customer loyalty at takeaway restaurants, as demonstrated by a survey conducted at takeaway restaurants in The Region of Yogyakarta. the results reveal that service quality at takeaway restaurants in The Region of Yogyakarta meets customer expectations, as factors such as accurate and timely service, friendly and competent staff, transaction security, clean and tidy facilities, and the use of fresh ingredients enhance customer loyalty. Similarly, product innovation at the takeaway restaurants aligns with customer desires, particularly highlighting the popularity of the delicious spicy chicken product, which resonates well with customer tastes and fosters loyalty. Additionally, Customer

Satisfaction is significantly influenced by the quality of service and products, leading to a willingness among customers to make repeat purchases and recommend takeaway restaurants to others. This overall satisfaction contributes to a strong sense of customer loyalty towards takeaway restaurants in The Region of Yogyakarta.

The second hypothesis, demonstrating that service quality has a significant positive effect on customer loyalty at takeaway restaurants, as evidenced by a survey conducted at takeaway restaurants in The Region of Yogyakarta. This confirms that the better the service quality provided by takeaway restaurants, the higher the customer loyalty. The study shows that precise and accurate service from staff increases the perceived service quality, while the responsiveness, politeness, and friendliness of the employees further enhance this perception. Additionally, the neat and clean appearance of the staff, along with the high quality of food ingredients used, also contribute to a more favourable assessment of service quality. Interestingly, a viral incident involving staff at another branch of takeaway restaurants in Central Jakarta, where employees did not wear appropriate clothing while preparing products, did not impact the service quality perception at takeaway restaurants in The Region of Yogyakarta. This is attributed to the fact that the incident occurred outside the observation area of this study, thus not affecting customer experiences at Seturan Yogyakarta. Respondents also expressed agreement with the tangible indicators of service quality, emphasising the importance of staff appearance and the freshness of food ingredients. These findings align with research by Esha (2021), which indicates that service quality significantly influences customer loyalty at Roti Bakar 88 in Kutabumi, Tangerang.

The research findings validate the third hypothesis, indicating that product innovation has a significant positive effect on customer loyalty at takeaway restaurants, as evidenced by a survey conducted at takeaway restaurants in The Region of Yogyakarta. This demonstrates that the more appealing the product innovations offered by takeaway restaurants in Yogyakarta, the greater the customer loyalty. The study further reveals that superior product innovation correlates with higher perceived value among customers. Additionally, when product innovations align with customer preferences, the perceived value increases. The research also highlights that providing opportunities to try new products before purchase enhances perceived product innovation. Moreover, the frequency with which customers observe others purchasing takeaway restaurants in The Region of Yogyakarta product innovations positively influences their perceived value. Finally, the attractiveness and distinctiveness of the product innovations also elevate customer perception. These findings support the research by Tama & Siagian (2024), which indicates that product innovation has a significant positive impact on customer loyalty in the context of a Board Games Café in Batam.

Finally, our study found the fourth hypothesis, indicating that customer satisfaction significantly and positively affects customer loyalty at takeaway restaurants, as demonstrated by a survey conducted at takeaway restaurants in The Region of Yogyakarta. This suggests that increasing customer satisfaction at takeaway restaurants leads to greater customer loyalty. The study also reveals that superior product innovation correlates with higher perceived customer satisfaction. Additionally, improved service quality at takeaway restaurants in The Region of Yogyakarta further enhances customer satisfaction levels. The research demonstrates that better product quality contributes to higher customer satisfaction, and a greater number of repeat purchases indicates increased satisfaction among customers. Furthermore, the likelihood of recommending takeaway

restaurants in The Region of Yogyakarta to others is associated with higher perceived satisfaction. These findings support the research conducted by Rorim Panday (2024), which shows that customer satisfaction has a significant positive influence on customer loyalty at McDonald's.

CONCLUSION

The conclusion of this study shows that service quality, product innovation, and customer satisfaction simultaneously have a significant effect on customer loyalty at takeaway restaurants in the Special Region of Yogyakarta. Partially, service quality has the greatest influence on customer loyalty, followed by product innovation and customer satisfaction. To increase loyalty, takeaway restaurants are advised to maintain service quality, speed up responses, and ensure friendly staff. Furthermore, it is important to implement standard operating procedures related to dress code and kitchen hygiene. The researcher also recommends that further research explore additional variables such as price, brand image, and customer trust, as well as consider more complex research models with mediating or moderating variables.

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