



Characteristics of Consumers Who are Loyal in Buying Food Product at Cafe Pelangi Ambon City

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ABSTRACT

This study aims to determine the characteristics of consumers who are loyal in buying food products at Cafe Pelangi in Ambon City. The research method used in this research is descriptive analytic. The sampling technique used was purposive sampling technique so that 70 respondents were obtained. The results showed that the majority of loyal consumers at Cafe Pelangi are men aged 30-49 years with high school and bachelor education levels, predominantly self-employed with middle to upper income. In addition, high frequency of visits, satisfaction with food products, and a comfortable atmosphere are the main factors that influence consumer loyalty. The results of this study provide important implications for Cafe Pelangi in designing more targeted marketing strategies, such as developing new menus that suit the preferences of loyal consumers and improving service quality

INTRODUCTION

Consumers are the center of attention of marketing, so it is very important to know what consumers want and need. Marketers will find the right marketing policy with the knowledge of their consumers. Marketers, for example, will try to market their products elsewhere if they know that the customers who want their products are only a small percentage in a certain area. Or, for example, given the behavior of today's customers who are increasingly dependent on the internet, they will market their products by setting up an online store, which allows for wider marketing. Businesses must understand consumer behavior in order to create effective marketing strategies and ways of selling. By knowing consumer behavior, they can categorize customers based on age, education level, job type, and other factors. They can also target buyers in a more targeted and focused manner. According to Engel, Blackwell and Miniard (1995), understanding consumer behavior includes understanding the direct actions that consumers take when obtaining, consuming, and spending goods and services. These direct actions also include the decision-making process that follows. Companies can develop unique value propositions, target appropriate market segments, and design effective marketing strategies to overcome competition by adhering to a solid marketing strategy. Understanding the market environment, consumer behavior, and customer needs enables companies to form competitive advantages and differentiate themselves from competitors (Bunyamin, 2021).

Loyalty is a strong loyalty to someone or something that is shown through consistent and repeated actions. As stated by Giffin, quoted by Sangadji and Shopiah (2013: 104), "Loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services from a selected company." Thus, continuous customer purchases can generate long-term profits for the company.

Food products are something that can be eaten such as snacks, side dishes and pastries. Food products at Cafe Pelangi offer a large selection of light to heavy meals, with a variety of mouth-watering delicacies. The varied food choices allow people to fulfill the tastes of every circle.

By understanding the characteristics of the respondents, the author can ensure that the sample taken is representative of the population to be studied. In addition, respondent characteristics allow for more in-depth analysis. For example, the author can compare differences in responses between age or education groups. An understanding of customer characteristics can help in the creation of business or marketing strategies.

LITERATURE REVIEW

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METHODS

The research method used in this study was descriptive analytic. The sampling technique used was purposive sampling technique so that 70 respondents were obtained. Purposive sampling is a random sampling method and uses non-random, where researchers choose by recognizing specific identities so that they match the expected research. The location of this research was Cafe Pelangi, Jl. Kapitan Yongker, Soabali Ambon City, for 2 months from September to October 2024, selected by purposive sampling because the author could choose consumers who often visit Cafe Pelangi, because they have deep experience and a better understanding of the food products offered. The purposive sampling method aims to obtain samples according to the specified criteria, (Sugiono, 2014).

RESULTS AND DISCUSSION

1. Respondent Characteristics Based on Gender

The gender of the respondent refers to the existence of gender differences between individuals who are research subjects. The characteristics of respondents based on gender can be seen in table 1.

Table 1. Respondent Characteristics Based on Gender

Gender	Total (Person's)	Percentage (%)
Male	37	52,86
Female	33	47,14
Total	70	100

Source: Primary Data Processed, 2024

Based on table 1, it can be seen that respondents who purchased food products at Cafe Pelangi were 37 men (52.86%) and 33 women (47.14%). These results show that at the time this research was conducted, researchers found more male respondents than women because men more often use relaxed places while gathering and discussing with family and relatives. This is supported by the opinion (Suyonto, 2012) stating that gender will be felt emotionally and physically from individuals. As for physical factors, for example, the feeling experienced by the body, such as discomfort, while emotional factors, for example, a person's feelings that can react in the situation and conditions faced.

2. Respondent Characteristics Based on Age

The age level of the respondent can affect the pattern of consumer purchasing behavior towards consumer loyalty. Respondent characteristics based on age can be seen in table 2.

Table 2. Respondent characteristics based on age

Age (Years)	Total (Person's)	Percentage (%)
18-29	24	34,29
30-49	30	42,86
50-65	14	20,00
>65	2	2,86
Total	70	100

Source: Primary Data Processed, 2024

Based on table 2, it can be seen that the majority of respondents are at the age of 30-49 years as many as 30 person's with a percentage (42.86%). Consumer loyalty can be influenced by the characteristics of the respondent, one of which is age. Increasing age can make individual tastes towards purchasing a product such as furniture, food, clothing that continues to change (Abdullah and Tantri, 2012). These results show that person's of productive age go to cafes more often because it is convenient to use when working or studying, the availability of Wi-Fi, besides that it has an attractive place to gather with friends and coworkers. This is supported by the opinion (Setiawan et al, 2016) that at this productive age, many activities are carried out, so they tend to look for a comfortable and attractive place.

3. Respondent Characteristics Based on Education

The respondent's level of education is the level possessed by the research subject through formal education. The higher the level of education, the wiser the respondent's attitude in making decisions to become loyal consumers. The characteristics of respondents based on education can be seen in table 3.

Table 3. Respondent Characteristics Based on Education

Education	Total (Person's)	Percentage (%)
High school	31	45,07
Secondary Technical School	1	1,43
Associate Degree	6	8,57
Bachelor	31	44,29
Total	70	100

Source: Primary Data Processed, 2024

Based on table 3, it can be seen that the high school and bachelor education levels have quite high respondents, for high school and bachelor 31 people. So it can be concluded that the higher a person's level of education, the better a person's mindset towards food product loyalty. This is supported by the opinion (Ismiyana, 2013) that consumer education affects how they make purchasing decisions, customers with higher education have different views both in terms of quality, and price when compared to customers with low education.

4. Respondent Characteristics Based on Occupation

The type of work is important in influencing consumer loyalty. Work cannot be separated from education, the higher a person's level of education, the better the job he has. In this study, the characteristics of respondents based on occupation are divided into 16 groups. The characteristics of respondents based on occupation can be seen in table 4.

Table 1. Respondent Characteristics Based on Occupation

Occupation	Total (Person's)	Percentage (%)
Private Employee	6	8,57
Self-Employed	23	32,86
Civil Servant	11	15,71
Military	1	1,43
Police	1	1,43
Housewife	10	14,29
Honorary Employee	1	1,43
Consultant	2	2,86
Retired	4	5,71
Teacher	2	2,86
Public Servant	2	2,86
Student	2	2,86
Laborer	1	1,43
Sales Promotion Girl	1	1,43
Technician	1	1,43
Journalist	1	1,43
Total	70	100

Source: Primary Data Processed, 2024

Based on table 4, it can be seen that the level of employment is dominated by self-employed at 32.86% so this shows that the level of work can affect a person's income to choose a food product and make repeat purchases. This is supported by the opinion (Setiawan et al, 2016) that a person's job type describes his income. Job groups with sufficient income tend to be sensitive to the products purchased.

5. Respondent Characteristics Based on Income

Income is an important factor in influencing consumer loyalty. The higher the income, the better job a person has. Respondent characteristics based on income in table 5.

Table 5. Respondent Characteristics Based on Income

Income (Rp)	Total (Person's)	Percentage (%)
< 500.000	11	15,71
600.000 - 1.000.000	9	12,86
1.500.000 - 2.000.000	13	18,57
>2.500.000	37	52,86
Total	70	100

Source: Primary Data Processed, 2024

Based on table 5, it can be concluded that consumers who buy the most food products at Rainbow Cafe are consumers with an income of > 2,500,000 as much as 52.86%, and consumers who have an income of < 500,000 are those who are students. This shows that the higher a person's income, the more it affects the food products that will be consumed by a person. This is supported by the opinion (Mahyu, 2010) that the level of public consumption is influenced by income levels, the relationship between income and consumption is very important for various economic problems. When income increases, consumption expenditure increases, and conversely, when income decreases, consumption expenditure decreases. Spending is highly dependent on how well the family controls its income or salary.

6. Respondent Characteristics Based on Number of Family Members

In the characteristics of respondents based on the number of family members is one of the important factors in consumer loyalty to food products. Based on the characteristics of respondents based on the number of family members, there is a range with a total of 1,2,3,4, > 5 people. The distribution of the number of family members of respondents in this study can be seen in table 6.

Table 6. Respondent Characteristics Based on Number of Family Members

Number of Family Members (People)	Total (Person's)	Percentage (%)
1	4	8,11
2	4	5,41
3	16	21,62
4	17	22,97
>5	29	41,89
Total	70	100

Source: Primary Data Processed, 2024

Based on table 6, it shows that the number of family members in the characteristics of the respondents in this study is > 5 people as many as 29 people or 41.89%. Thus, the more family members who are borne, the greater the number of food products consumed. This is supported by the opinion

(Sumarwan, 2003) that most customers live and interact with other family members. Family influences decision making to buy a product / service.

7. Respondent Characteristics Based on Purchasing Experience

Respondents can be divided based on their experience of purchasing food products, whether 3 times or more than 4 times. The distribution of experience in purchasing food products can be seen in table 7.

Table 7. Respondent Characteristics Based on Purchasing Experience

Purchase Experience (Times)	Total (Person's)	Percentage (%)
3	7	10,00
4	1	1,43
> 4	62	88,57
Total	70	100

Source: Primary Data Processed, 2024

Based on table 7, it can be seen that the majority of consumers make purchases > 4 times with a percentage of 89.19%. This shows that there is consumer loyalty to food products at Cafe Pelangi, because they make repeat purchases. This is supported by the opinion (Gersom, 2013) that consumers who are satisfied with repeat purchases will be more interested in buying again in the future and will recommend others about the products they receive.

8. Respondent Characteristics Based on Knowing the Existence of Cafe Pelangi

On knowing the existence of Cafe Pelangi, respondents in this study were asked to fill in where they knew the existence of the cafe. The distribution of respondent characteristics based on knowing the existence of the cafe can be seen in table 8.

Table 8. Respondent Characteristics Based on Knowing the Existence of Cafe Pelangi

Knowing the Existence of Cafe Pelangi	Total (Person's)	Percentage (%)
Advertising/Promotion	5	7,14
Relatives	55	78,57
Others	10	14,29
Total	70	100

Source: Primary Data Processed, 2024

Based on table 8, it can be seen that consumers know more about the existence of Cafe Pelangi through relatives with a percentage of 78.57%. This shows that the existence of the cafe is known based on the trials of several consumers so that they recommend food products from the cafe. As for through advertising / promotion with a percentage of 7.14% by conducting collaborative promotions between banks for discount promotions such as BNI banks promoting a price cut of IDR 15,000 by using via Qris, BTN banks conducting collaborative promotions by cutting prices with a minimum shopping of IDR 100,000.

9. Respondent Characteristics Based on Experience Consuming Cafe Pelangi Food Products

In knowing the experience of consuming Cafe Pelangi food products, respondents in this study were asked to fill in their experience of consuming food products. The distribution of respondent characteristics can be seen in table 9.

Table 9. Respondent Characteristics Based on Experience Consuming Cafe Pelangi Food Products

Length of Subscription (Years)	Total (Person's)	Percentage (%)
< 0,5	3	4,29
0,5 - < 1	3	4,29
1 - < 2	21	30,00
2 - < 3	29	41,43
≥ 3	14	20,00
Total	74	100

Source: Primary Data Processed, 2024

Based on table 9, it can be seen that 41.43% of consumers have subscribed for 2 - < 3 years, which indicates a loyal and sustainable market share at Cafe Pelangi. According to Oliver (1997/1999) in Costabile (2002), consumer loyalty is a condition of strong involvement in buying or reusing a product or brand. However, according to Grounhoug and Gilly, (1991) in Storbacka, Strandvick and Gronross, (1994), customers may not be satisfied with the services provided, but they remain loyal because of the high switching costs.

CONCLUSIONS AND RECOMMENDATIONS

The results showed that the majority of loyal consumers at Cafe Pelangi are men aged 30-49 years with high school and bachelor education levels, predominantly self-employed with middle to upper income. In addition, high frequency of visits, satisfaction with food products, and a comfortable atmosphere are the main factors that influence consumer loyalty. The results of

this study provide important implications for Cafe Pelangi in designing more targeted marketing strategies, such as developing new menus that suit the preferences of loyal consumers and improving service quality.

FURTHER STUDY

This study still has limitations so that further research is needed related to the topic of Characteristics of Consumers Who are Loyal in Buying Food Products at Cafes, in order to perfect this study and increase insight for readers.

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