

Short Communication

The Influence of Product and Facility Diversity on Consumer Loyalty at Yuank Canteen, Bima City

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This article contributes to:



Abstract. Economic progress has driven rapid growth in the business sector, including food businesses such as canteens and restaurants. Increasingly tight competition requires business actors to increase competitive advantages, one of which is through product diversity and service facilities that can increase customer satisfaction and loyalty. This study aims to examine the effect of product and facility diversity on customer loyalty with a quantitative approach. The location of the study was Yuank Canteen in Bima City, with a sample of 100 respondents selected using purposive sampling techniques. The research instruments were tested for validity and reliability, and analyzed using multiple linear regression accompanied by t-test, F-test, and coefficient of determination. The results showed that product and facility diversity partially and simultaneously had a significant effect on customer loyalty. This finding underlines the importance of product innovation and the provision of adequate facilities as a strategy to build customer loyalty. It is recommended that Yuank Canteen increase promotions through social media as an effort to expand market reach and build closer relationships with consumers.

Keywords: Customer Loyalty, Product Diversity, Facilities, Consumer Satisfaction.

1. Introduction

Progress in the economic sector has driven rapid growth in the business sector, including the retail trade sector such as shops, minimarkets, department stores, and supermarkets [1]. This phenomenon triggers intense competition between business actors, which requires each company to be able to take advantage of market opportunities and formulate the right marketing strategy in order to survive and win the competition [2]. One effective way to win the market is to create customer satisfaction by offering superior products and services. According to Srivastava et al. [3], to attract consumer interest in making purchases, companies must be able to highlight the uniqueness and differences of their products compared to competitors. In addition, service quality is also an important aspect because consumers tend to choose products or services that provide higher value than their expectations. Consumers who are satisfied will be more likely to become loyal customers. This is in line with Kotler's opinion Guerreiro and Pacheco [4] which states that loyalty is a consumer commitment to continue buying products or services they like, even though there are temptations from competitors.

Several studies have shown that consumer loyalty is influenced by various factors, including price, facilities, service quality, and product diversity. Ayinaddis et al. [5] found that these four variables have a positive and significant effect on consumer loyalty. Meanwhile, Yum and Kim [6] emphasized that product diversity and service quality significantly affect consumer satisfaction and loyalty. Product diversity itself is defined as

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all products and services offered by a company to meet consumer needs and desires [7]. On the other hand, facilities also play an important role in supporting consumer comfort. Gawusu et al. [8] defines facilities as the provision of physical equipment that makes it easier for consumers to carry out activities, while Zhang et al. [9] emphasizes that facilities support the smooth operation of the company.

In Bima City, culinary business competition is increasing with the emergence of various new cafes and eateries [10]. Data from the Central Statistics Agency shows an increase in the number of cafes from 174 in 2022 to 219 in 2023. This competition requires business actors such as Kantin Yuank to continue to innovate and improve the quality of services and products offered. Based on the results of interviews with the owner of Kantin Yuank, there has been a decrease in the number of consumers in the last three months, which is thought to be caused by a mismatch between price and product quality and an increase in the number of similar competitors in Bima City.

Yuank Canteen, which was established in 2015 and has opened a branch in the Raba area, offers a variety of food and beverage choices and provides supporting facilities such as Wi-Fi, live music, photo spots, prayer rooms, and comfortable parking. This canteen operates every day from 15.30 to 23.30 and is one of the favorite places for the people of Bima City to relax, gather, and enjoy dishes. Seeing this phenomenon, it is important for Yuank Canteen to understand and manage the factors that influence customer loyalty strategically. Therefore, this study aims to: (1) analyze the effect of product diversity on consumer loyalty, (2) analyze the effect of facilities on consumer loyalty, and (3) test the simultaneous effect between product diversity and facilities on consumer loyalty of Yuank Canteen in Bima City.

2. Method

This study uses a quantitative approach with the aim of testing the effect of product and facility diversity on consumer loyalty at Kantin Yuank in Bima City. The research design is systematically arranged based on the formulation of the problem and hypothesis, including identification of objectives, problem limitations, determination of objects and samples, data collection techniques, and analysis methods. The location of the study was Kantin Yuank located at Jl. Kartini, Paruga, Rasanae Barat, Bima City, and was carried out from August 2024 to January 2025. The population of this study was all consumers of Kantin Yuank with an unknown number (unknown population). Therefore, the determination of the sample was carried out using a non-probability sampling method with a purposive sampling technique based on the criteria of a minimum age of 17 years and domiciled in Bima City or Regency. Based on Ulitzsch et al. [11], the number of samples of 98 respondents was determined from 14 indicators multiplied by 7, and increased to 100 respondents to anticipate incomplete data.

The data collection technique used a questionnaire with a 5-point Likert scale. Primary data was obtained directly from respondents, while secondary data came from documentation and literature studies. The variables in the study consisted of a dependent variable, namely consumer loyalty (Y) and two independent variables, namely product diversity (X1) and facilities (X2). The validity of the instrument was tested using the Pearson Product Moment correlation, with an r -table of 0.1966 ($n = 100$, $\alpha = 0.05$). The results showed that all items were valid. Reliability was tested using Cronbach's Alpha, with all variables showing a value > 0.6 , so it was reliable.

Before the regression analysis was performed, the data were tested through classical assumption tests including normality test (Kolmogorov-Smirnov), multicollinearity test (VIF and Tolerance), heteroscedasticity test (Glacier test), and

autocorrelation test (Runs Test). All tests were intended to ensure that the regression model met the BLUE (Best Linear Unbiased Estimator) criteria. Data analysis was performed using multiple linear regression to test the effect of X1 and X2 on Y. The t-test was used to determine the effect of each independent variable partially on the dependent variable, while the F-test was used to test the effect simultaneously. In addition, the coefficient of determination (R^2) was used to see how much the independent variable contributed to explaining the variation in the dependent variable, with adjusted R^2 used as a more appropriate measure of model evaluation.

3. Results and Discussion

3.1 Respondent Characteristics Based on Age

Before the respondents of this research questionnaire, they must first meet the respondent criteria that must be met [12]. Respondents in this study must be at least 16 years old and have made a purchase at Yuank Canteen at least 1 time. The number of respondents in this study was 100 respondents. By using non-probability sampling techniques with purposive sampling methods and data collection using questionnaires through distribution at Yuank Canteen. The following are the characteristics of the respondents, namely:

Table 1.
Respondent
Characteristics
Based on Age

No	Characteristics	Total	Presentation
Age			
1	17-19	30	30%
2	20-22	50	50%
3	23-25	15	15%
4	>26	5	5%
	total	100	100%
Gender			
1	Female	41	41%
2	Male	59	59%
	total	100	100%

The table above shows that the majority of respondents at Yuank Canteen are grouped according to age starting from the range of 17-19 years, which is 30 respondents, 20-22 years old is 50 respondents, 23-25 years old is 15 respondents, and over 26 years old is 5 respondents, so the majority of visitors at Yuank Canteen are aged 20-22 years.

3.2 Indicator Data Description

Descriptive analysis of respondents' answers about product diversity indicators is based on respondents' answers consisting of 4 statements. From the results of respondents' answers, the distribution of answers for the Product diversity variable is obtained as follows:

Table 2.
Description of
Product Diversity
Indicators

No.	Statement	Average	Category
Product Diversity			
1.	I like the quality of the food at Yuank Canteen because the products served are complete.	3.41	Medium
2.	In my opinion, the drinks at Yuank Canteen are offered in full.	3.51	High
3.	In my opinion, the drinks offered at Yuank Canteen are varied.	3.36	Medium
4.	Yuank Canteen serves delicious Bima specialties (Tambora coffee, Salome)	3.44	High
	Total	3.43	High
Facility			

No.	Statement	Average	Category
1.	Yuank Canteen always uses the latest and most modern technology in serving customer orders.	3.46	High
2.	Are the facilities in the Yuank canteen very complete?	3.53	High
3.	How is the service provided by Yuank Canteen Employees?	3.27	Medium
4.	Yuank Canteen's condition is very clean	3.58	High
	Total	3.46	High
Consumer			
1.	I often eat at Yuank Canteen repeatedly	3.57	High
2.	I invited my friends to eat and hang out at Yuank's canteen.	3.54	High
3.	I always explain to my partners about Kantin Yuank products that taste good and are suitable for eating.	3.47	High
4.	I always buy back drinks and food at Yuank Canteen	3.83	High
	Total	3.60	High

Based on the results of data processing on the Yuank Canteen Product Diversity indicator, a total average value of 3.43 was obtained, which is included in the high category, indicating that product diversity greatly influences Customer Loyalty. Descriptive respondent answers about the Facilities indicator are based on the respondents' answers consisting of 4 statements. Based on the results of data processing on the Yuank Canteen facility indicator, a total average value of 3.46 was obtained, which is included in the high category, indicating that facilities greatly influence Customer Loyalty. Descriptive respondent answers about the Customer Loyalty indicator are based on the respondents' answers consisting of 4 statements. Based on the results of data processing on the Yuank Canteen Customer Loyalty indicator, a total average value of 3.60 was obtained, which is included in the high category, indicating that Yuank Canteen Customer Loyalty is high.

3.3 Classical Assumption Test Results

The results of the normality test can be seen in Table 3.

Table 3.
Normality Test Results

Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.28056446
Most Extreme Differences	Absolute	0.118
	Positive	0.117
	Negative	-0.071
Test Statistic		0.118
Asymp. Sig. (2-tailed)		0.123 ^c

From the results of the Kolmogorov-Smirnov test, the Asymp.Sig. value is > 0.5 , so it can be concluded that the data is normally distributed. The results of the Multicollinearity Test can be seen in table 4.

Table 4.
Multicollinearity Test Results

Dimension	Eigenvalue	Condition Index	Variance Proportions		
			Sig	Tolerance	VIF
(Constant)	-1.399	1.487	0.349	-	-
Product Diversity	0.158	19.527	0.530	0.575	1.739
Facility	0.004	25.986	0.020	0.404	2.477

The Product Diversity variable is declared free from multicollinearity symptoms because the VIF value of the variable is $1.739 < 10$ and the Tolerance value is $0.575 > 0.10$. The facility variable is declared free from multicollinearity symptoms because the

VIF value of the variable is $2.477 < 10$ and the Tolerance value is $0.404 > 0.10$. Furthermore, the results of the heteroscedasticity test can be seen in Table 5.

Table 5.
Heteroscedasticity Test

Dimension	Eigenvalue	Condition Index	Variance Proportions		
			(Constant)	t	Sig
1	2.265	0.999	-	2.268	0.26
2	0.027	0.045	0.092	0.592	0.555
3	0.172	0.069	0.448	0.389	0.192

The Product Diversity variable does not show any heteroscedasticity because the Sig. value is $0.555 > 0.05$. The facility variable does not show any heteroscedasticity because the Sig. value is $0.192 > 0.05$.

3.4 Hypothesis Testing

The results of the t-test can be seen in Table 6.

Table 6. t and F Test Results

Model	Unstandard. Coeff.		Standar. Coeff. Beta	t	Sig.	F (Sig.)
	B	Std. Error				
(Constant)	-1.339	1.487		-0.941	0.349	-
Product Diversity	0.356	0.069	0.436	5.126	0.000	67.422
Facilities	0.372	0.103	0.344	3.623	0.000	(0.000)

Note: R^2 value is 0.729

Based on the results of the partial t-test, it was found that the Product Diversity variable (X1) has a significance value of 0.000, which is smaller than the set significance level ($\alpha = 0.05$). In addition, the t-count value of 5.126 is greater than the t-table of 1.661, which indicates that Product Diversity has a significant effect on Customer Loyalty (Y). Furthermore, for the Facilities variable (X2), a significance value of 0.000 was obtained, also smaller than 0.05, with a t-count of 3.623 which exceeds the t-table of 1.661. Thus, it can be concluded that Facilities also have a significant effect on Customer Loyalty. The results of the F test (simultaneous) show that the F-count value of 67.442 is greater than the F-table of 2.70, with a significance value of $0.000 < 0.05$. This shows that simultaneously, the variables Product Diversity (X1) and Facilities (X2) have a significant effect on the variable Customer Loyalty (Y). The coefficient of determination (R^2) value of 0.740 shows that 74% of the variation in Customer Loyalty can be explained by the variables Product Diversity and Facilities, while the remaining 26% is influenced by other variables not included in this research model.

3.5 Discussion

Based on the results of the t-test, the significance value of product diversity on customer loyalty is 0.00 (< 0.05) with a calculated t value of 5.126 ($> t$ table 1.661). This shows that product diversity has a significant effect on customer loyalty at Kantin Yuank Kota Bima. Thus, the first hypothesis stating that product diversity partially affects customer loyalty is accepted. This finding is in line with research by Awad et al. [13] which found that product diversity has a significant effect on customer loyalty at PT Hero Supermarket. However, another study by Ong et al. [14] showed that product diversity did not have a significant effect on customer loyalty at Cafe Combi Pontianak. This difference may be due to differences in business context and consumer preferences in each location.

The results of the t-test show that facilities have a significance value of 0.03 (< 0.05) with a t count of 3.632 ($> t$ table 1.661), which means that facilities have a significant effect on customer loyalty. The second hypothesis stating that facilities partially affect customer loyalty is accepted. This study is consistent with the findings by Rulandari and Novita [15] which state that facilities have a significant effect on customer loyalty in West

Surabaya boarding houses. However, research by Situbondo Sport Center Futsal shows that facilities do not have a significant effect on customer loyalty, although they do affect through customer satisfaction as an intervening variable. This emphasizes the importance of considering the role of customer satisfaction in the relationship between facilities and customer loyalty [16].

The F test shows that the calculated F value is 67.442 ($> F$ table 2.70) with a significance value of 0.000 (< 0.05), which means that product diversity and facilities simultaneously have a significant effect on customer loyalty. The third hypothesis stating that product diversity and facilities simultaneously have an effect on customer loyalty is accepted. This study is in line with the study by Nirbayan et al. [17] which found that product diversity and service quality simultaneously have a significant effect on customer loyalty at UMKM Cipta Karya Art Bambu Mandiri. However, research by Situbondo Sport Center Futsal shows that facilities do not have a significant effect on customer loyalty directly, but have an effect through customer satisfaction. This shows that the simultaneous effect of independent variables on customer loyalty can vary depending on the context and role of intervening variables such as customer satisfaction [18].

4. Conclusion

Based on the results of data analysis on the effect of product and facility diversity on customer loyalty with customer satisfaction as an intervening variable (customer study of Yuank Canteen, Bima City) as explained in the previous chapter, the following conclusions can be drawn: (a) Product diversity partially affects Customer Loyalty of Yuank Canteen, Bima City. (b) Facilities partially affect Customer Loyalty of Yuank Canteen, Bima City. (c) Product and Facility Diversity simultaneously affect Customer Loyalty of Yuank Canteen, Bima City. Increase promotion of Yuank Canteen on social media and online platforms to attract more visitors. It would be better if Yuank Canteen had its own official social media account and actively promoted and interacted with customers or potential customers on social media.

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6. Declaration

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Competing interests - The authors declare no competing interests.

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