

## Implementation of Relationship Marketing Strategy at Lyco Coffee Temanggung, Central Java: Implications for Repeat Purchases

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### ABSTRACT

The purpose of this study was to analyze the effect of service quality on repurchase decisions, a case study of Lyco Coffee and Place consumers in Temanggung, Central Java. The number of samples in this study was 75 respondents using the incidental sampling method. This study used multiple linear regression analysis methods. The results of this study indicate that there is a simultaneous influence of variables (promotion and service quality) on repurchase decisions, which can be seen from the significance value below 0.05 and the calculated F value of (63.522) > F table (3.12). The results of this study also show that the calculated t value for the promotion variable is 3.557, service quality is (4.302) greater than the t table (1.993), so it is stated that there is an influence on repurchase decisions. In the determination test, there is an influence of 62.8% of the independent variables (promotion and service quality) on the dependent variable (repurchase decisions). Meanwhile, 37.2% is influenced by other variables and is not included in this regression analysis, such as location, price, brand image, brand equity, and others.

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## Introduction

The hotel and culinary industry, especially cafes, have experienced rapid development in recent years. Cafes not only function as a place to enjoy food and drinks, but also as a social location and place to relax. In the context of increasingly fierce competition, cafes need to adopt effective strategies to attract and retain customers. Two crucial aspects that influence customers' repurchase decisions are promotions and service quality (Kartika et al., 2020). This research chose the cafe business as the research object because its growth in Temanggung, Central Java, has been quite high in recent years. This can be seen from the large number of cafes that have sprung up because cafes have become a lifestyle for the community and the needs of consumers vary and this is followed by the creativity and willingness of cafe makers to provide and fulfill people's needs, this makes it easier for consumers to find a place to relax in the form of a cafe. As time goes by, several cafes have been established at Temanggung, Central Java, which have become the choice and destination of every community. Based on observations made by researchers regarding the names and addresses of each cafe at Temanggung, Central Java, which are listed in the table below.

**Table 1. List of Cafes at Temanggung, Central Java**

No	Name	Address
1	B2 Billiard & Café Temanggung, Central Java	Attorney General Suprpto Street Number 47, Pliyan, Gunung Sekar, Temanggung, Central Java District, Temanggung Regency
2	Lyco Coffee and Place	Syamsul Arifien Street, Polagan, Temanggung, Central Java District, Temanggung Regency
3	Rahat Coffeehouse	K.H. Hasyim Asyari Street Number 40, Dalpenang, Temanggung, Central Java District, Temanggung Regency
4	Kenkaro Cafe	Makboel Street Number 22, Polagan, Temanggung District
5	KopiSultan & Vapor Kusuma	Kusuma Bangsa Street, Gunung Sekar, Temanggung, Central Java District, Temanggung Regency
6	Nikikopi	Wijaya Kusuma Street Number 1, Gunung Sekar, Temanggung, Central Java District, Temanggung Regency
7	Teman Sehati Coffe	Kasanea Street, Karang Dalem, Temanggung, Central Java District, Temanggung Regency
8	Pacapa Coffe	Imam Bonjol Street Dalpenang, Temanggung, Central Java District, Temanggung Regency
9	Maksideh Kafe	Trunojoyo Street Number 60, Temanggung, Central Java District, Temanggung Regency

Data source: Processed by author, 2025

Based on Table 1 above, at Temanggung, Central Java, in 2025, there will be nine cafes established. So consumers can choose a cafe according to their needs and

desires. However, of the many cafes, there is one cafe that is currently in great demand by consumers, namely Lyco Coffee and Place. Lyco Coffee and Place is a cafe that has a good semi-outdoor aesthetic concept. This cafe is not just a contemporary place to hang out, but a place of creativity for the community. So far, artists, such as young people, have been involved in providing entertainment or other events (Yusfiarto et al., 2022). The atmosphere of the cafe is attractive, making many visitors come to take selfies, and many people take the cafe location for pre-wedding events. This cafe is also equipped with various facilities. Such as meeting rooms, stages, live music every day, and a large parking area (Rajapathirana & Hui, 2018). These results are proven by the number of visitors who made purchases at Lyco Coffee and Place in January, February, and March. This can be seen from data on visitors to Lyco Coffee and Place for January, February, and March 2024. In January, there were 300 people who came to Lyco Coffee and Place, in February, there were 350 people, and in March, there were 375. Based on the data above, it is clear that Lyco Coffee and Place customers will experience a significant increase in 2025 January, February, and March. However, in the following months, namely April and May, experienced a decline in visitors.

In today's highly competitive food and beverage industry, especially within the growing café culture in Indonesia, businesses are increasingly required to develop not only product excellence but also strong, enduring relationships with their customers. One of the most effective approaches in achieving this is through relationship marketing, a strategy that emphasizes long-term customer engagement, satisfaction, and loyalty over short-term transactional gains (Khan et al., 2021). Lyco Coffee, a local coffee shop based in Temanggung, Central Java, offers more than just quality beverages; it seeks to build personalized and meaningful connections with its customers. In an era where consumer choices are abundant and brand switching is common, maintaining customer loyalty has become both a challenge and a strategic priority. Relationship marketing aims to bridge this challenge by focusing on key elements such as personalized service, customer communication, trust, and value co-creation. This study examines the implementation of relationship marketing strategies at Lyco Coffee and how these strategies influence repeat purchase behavior. Understanding the link between relationship-building efforts and customer decisions to return offers valuable insights not only for Lyco Coffee but also for other small and medium enterprises (SMEs) seeking sustainable customer retention (Yasin et al., 2020).

This research aims to analyze the factors that encourage consumers to make repeat purchases amidst intense coffee shop competition. For this reason, this research conducted a case study at Lyco Coffee and Place, and conducted a preliminary study regarding consumer experiences and their interest in visiting again (Swaminathan & Moorman, 2009). Based on a survey of one hundred consumers regarding things that concern them when visiting Lyco Coffee and Place, 41 percent of respondents think that employees do not have a good understanding

of the various products offered, 37 percent of respondents think that employees are not able to provide fast service and responsive, 30 percent of respondents thought that Lyco Coffee and Place needed to provide attractive promotions. Of the total respondents, 30 percent said they did not want to return to Lyco Coffee and Place. This number is quite significant and is the background for the author to analyze the factors that influence the decision to repurchase Lyco Coffee and Place. Promotion is one of the concerns of consumers in making repeat purchase decisions (Usman, 2015).

Promotion is one of the main marketing strategies used by cafes to attract consumer attention. Through various forms of promotion, such as discounts, loyalty programs, and advertising, cafes can increase their visibility and attract new customers (Dabbous & Tarhini, 2021). However, the effectiveness of promotions depends not only on their form and frequency, but also on customers' perceptions of the value and benefits offered. Apart from sales promotions, the factor that encourages customers to make repeat purchases is service quality. Service quality is an effort to fulfill customer needs and desires, as well as the accuracy of delivery in keeping with customer expectations. From the results of the preliminary study above, researchers conducted research entitled: *The Influence of Promotion and Service Quality on Repurchase Decisions (Case Study Lyco Coffee and Place Consumers at Temanggung, Central Java)*. Purchasing decisions are one part of consumer behavior, which refers to consumer purchasing behavior for goods or services for personal consumption. Every day, consumers are faced with various choices of goods or services, and are required to decide what goods or services they will buy or consume. Several indicators characterize consumer purchasing decisions.

According to Ricadonna et al., (2021) repurchase decisions can be identified as a person's tendency to repurchase, search for, and want again the products they have consumed. Promotion is one of the most important variables in running a business. How does a company connect with its consumers regarding the products it offers? Promotion is a marketing effort carried out by marketers to convey information about certain products and encourage consumers to purchase these products. There are various methods and media used in promotion, and promotional methods continue to develop over time also state Promotion is an activity that is specifically designed to provide information to consumers about certain products and services with the aim of introducing and convincing consumers to buy these products and services (Galdón-Salvador et al., 2024). From these opinions, it can be concluded that promotion is a marketing effort carried out by marketers to convey information about certain products to consumers with the aim of encouraging purchases of these products. In promotion, various methods and media are used, which continue to develop over time. The aim is to introduce and convince consumers to buy the products and services offered (Ruangkanjanases et al., 2022).

Promotion plays an important role in the success of a marketing program. Promotion refers to the entire set of activities that communicate a product, brand, or service to users. The aim is to make consumers aware of the existence of the product, attract and encourage consumers to buy the product, and make the product preferable compared to other similar products (Ahmed et al., 2024). Promotion is a key factor in repurchase decisions, as found in previous studies. Found that promotions had a positive and significant impact on repurchase decisions at Crema Koffie in Riau. Found that promotions significantly increased consumer purchasing decisions at the Khatib Sulaiman branch of the KFC Restaurant in Padang. Found that promotions were able to encourage consumer purchasing decisions at Javana Bistro Restaurant in Bandung. Found that increasingly intensive promotions were able to encourage purchasing decisions at Kanz Coffee & Eaterie in Bandung. Found that promotions had a positive and significant impact on purchasing decisions at Saka Bistro & Bar in Bandung.

Service Quality is a measure or assessment of the extent to which a service meets or exceeds customer expectations and needs. This involves aspects such as reliability, responsiveness, sustainability, security, friendliness, and professionalism in providing services to customers. Service quality also includes the ability to solve problems, provide accurate information, and create positive experiences for customers (Nadanyiova & Sujanska, 2023). According to Sodikin, (2020), service quality is the details of a product or service that are planned according to consumer desires, so that consumers feel satisfied with the product or service received or felt. Service quality (*service quality*) can also be defined as a comparative perception between expectations and actual service performance received by customers. The word quality has many different and varied definitions, ranging from conventional to strategic definitions. Conventional definitions of quality usually describe the direct characteristics of a product, such as performance, reliability, ease of use, aesthetics, etc. Meanwhile, the strategic definition states that quality is something that is able to fulfill customer desires or needs. According to Kotler and Armstrong, product quality is one of marketers' main positioning means, a product or service characteristic that depends on its ability to satisfy stated or implied customer needs (Winarti et al., 2024).

According to Kafetzopoulos & Psomas, (2015), the service quality is a function of customer expectations at pre-purchase, in the process of providing the quality received, and in the quality of output received. So the definition of service quality can be interpreted as an effort to fulfill consumer needs and desires, as well as the accuracy of delivery in keeping with consumer expectations. Service quality is a key factor in repurchase decisions. Found that service quality had a positive and significant impact on purchasing decisions at Leopard Café, Way Jepara in East Lampung. Found that service quality was able to drive purchasing decisions significantly at the Bebek Kaleyo Restaurant in the Tebet Jakarta branch. Found that

service quality had a positive and significant impact on purchasing decisions at the Rindu Kampoeng Restaurant in the city of Busan, South Korea.

This research has a novelty that lies in its focus on the implementation of relationship marketing strategies in the context of micro businesses in non-urban areas, namely Lyco Coffee in Temanggung, Central Java. Most previous studies on relationship marketing have focused on large companies or businesses in urban areas, so this research provides a new contribution by exploring how relationship marketing strategies are implemented practically on a local business scale with limited resources, but still have an impact on customer repurchase decisions (Mulia et al., 2020). Another novelty lies in the approach that not only examines the marketing strategies used but also analyzes the direct implications for local consumer behavior, especially in building loyalty and decisions to make repeat purchases. By linking managerial aspects and consumer behavior contextually, this research offers a more specific and applicable understanding for MSMEs in designing long-term relationship-oriented marketing strategies. In addition, this research enriches the literature by highlighting the role of social relations and personal approaches in shaping customer experiences in small-scale F&B businesses, which are often overlooked in conventional marketing studies. Thus, the results of this study are expected to be not only useful for the development of relationship marketing theory, but also provide practical implications for the management of small businesses that are oriented towards customer sustainability (Tripalupi et al., 2021).

## **Method**

This research was conducted in Lyco Coffee and Place at Temanggung, Central Java. The type of research used is associative research with a quantitative approach and case studies. The sampling technique in this research uses a non-probability sampling method with an accidental sampling technique, namely a technique for determining samples based on chance, namely anyone who coincidentally or accidentally meets the researcher. Researchers took a sample of 75 respondents on the grounds that this number was representative of the entire population of 300, and was considered representative of the entire population because it was 25% of the total population (Chandrarin, 2018). As stated, 25 25 25% or more is representative enough for various reasons, including the researcher's ability in terms of time, place, and finances. The data collection method used in this research is a survey method using a questionnaire. Each statement item is measured on a Likert scale, using five numbers from 1 (strongly disagree) to 5 (strongly agree). The data analysis technique used in this research is the multiple linear regression analysis method. Multiple linear regression analysis is used to measure the influence of the independent variable on the dependent variable.

## Results and Discussion

### Validity Test

Validity test is a test that aims to test the extent to which the instrument is accurate or correct as a measuring tool for research variables. In this validity test, each statement item will be tested for validity, namely by using the product-moment correlation formula. To determine the validity of each item and research instrument, it can be seen through the rcount and rtable columns. If the rcount value is greater than rtable, then the statement can be declared valid at a significance level of 0.05. With  $n = 75$ , to find out the r table in the product moment, you can use the formula  $(a, n-2)$  from the product moment table. In this validity test, it is known that  $n=75$  and  $a=5\%$ , so r table  $(5\%,75-2)= 73$  with r table 0.2272.

**Table 2. Promotion Variable Validity Test Results**

Item	Mark R count	Mark r table	Say	Information
1	0.852	0.2272	0.000	Valid
2	0.757	0.2272	0.000	Valid
3	0.458	0.2272	0.000	Valid
4	0.839	0.2272	0.000	Valid
5	0.462	0.2272	0.000	Valid
6	0.750	0.2272	0.000	Valid

Source: Data processed by SPSS

Based on Table 2 on the promotional validity table data above, it can be seen that all promotional variable question items have a value of rcount > rtable or rcount greater than 0.2272, so that all question items can be said to be valid, or all question items are relevant to the research objectives.

**Table 3. Validity Test Results for Service Quality Variables**

Item	Calculated R value	Table R values	Say	Information
1	0.632	0.2272	0.000	Valid
2	0.700	0.2272	0.000	Valid
3	0.803	0.2272	0.000	Valid
4	0.530	0.2272	0.000	Valid
5	0.708	0.2272	0.000	Valid

Source: Data processed by SPSS

Based table 3, on the service quality validity table data above, it can be seen that all question items for the service quality variable have a value of rcount > rtable or rcount greater than 0.2272 so that all question items can be said to be valid or all question items are relevant to the research objectives.

**Table 4. Validity Test Results for Repurchase Decision Variables**

Item	Calculated R value	Table R values	Say	Information
1	0.676	0.2272	0.000	Valid
2	0.785	0.2272	0.000	Valid
3	0.693	0.2272	0.000	Valid
4	0.693	0.2272	0.000	Valid
5	0.820	0.2272	0.000	Valid

Source: Data processed by SPSS

Based on table 4 on the repurchase decision validity table data above, it can be seen that all question items for the repurchase decision variable have a value of  $r_{count} > r_{table}$  or  $r_{count}$  greater than 0.2272 so that all question items can be said to be valid or all question items are relevant to the research objectives.

### Reliability Test

The reliability test was carried out using the Cronbach's Alpha test. If the Cronbach's Alpha value is greater than 0.60, then it can be said to be reliable or can be analyzed further. Based on the reliability test of the questionnaire distributed to respondents, the following reliability test results were obtained.

**Table 5. Validity Test Results for Repurchase Decision Variables**

Question Items	Cronbach's Alpha	N Of Items	Information
Promotion (X1)	0.791	6	Reliable
Service Quality (X2)	0.685	5	Reliable
Repurchase Decision (Y)	0.769	5	Reliable

Source: Data processed by SPSS

From Table 5 above, it can be seen that the  $\alpha$  value for all variables is quite large, namely more than 0.60. So it can be concluded that all questionnaire items in this study were declared reliable.

### Multiple Linear Regression Analysis

Multiple regression analysis is used to determine how much influence promotional variables and service quality partially or jointly have on repurchase decisions. The results of the multiple linear regression test using SPSS are as follows:

**Table 6. Multiple Linear Regression Test Results**

Model	B	Std. Error	Beta	T	Say.
(Constant)	1.030	.289		3.560	.001
Promotion	.296	.083	.386	3.557	.001
Service Quality	.496	.115	.466	4.302	.001

a. Dependent Variable: Repurchase Decision

Source: Data processed by SPSS

Based on Table 6 above, a regression equation can be created as follows:

$$Y = 1.030 + 0.296 X_1 + 0.496 X_2$$

From this equation, it can be seen that all the independent variables, namely promotion and service quality, influence repurchase decisions. Based on the equation, it can be seen that the independent variable with the most influence is the service quality variable with a coefficient of 0.496, followed by the promotion variable with a coefficient of 0.296. If the value of variable Y (repurchase decision) or constance increases by 1%, then X<sub>1</sub> (promotion variable) increases by 0.296 and X<sub>2</sub> (service quality variable) increases by 0.496.

### Hypothesis Testing

The t hypothesis test was carried out to determine whether there was a partial influence of the independent variables (promotion and service quality) on the dependent variable (repurchase decision).

**Table 7. T Test Results**

Model	Coefficients				
	B	Std. Error	Beta	T	Say.
(Constant)	1.030	289		3.560	.001
Promotion	.296	.083	386	3.557	.001
Service Quality	.496	115	.466	4.302	.001

b. Dependent Variable: Repurchase Decision

Source: Data processed by SPSS

Based on Table 7 above, the following results are obtained:

1. The results of the t-test for the Promotion variable (X<sub>1</sub>) obtained t = 3.557 with a significance level of 0.001. By using a significance limit of 0.05, we get a t table of 1.993; this means t count > t table, which means H<sub>1</sub> is accepted. Thus, the first hypothesis can be accepted. The positive direction of the regression coefficient means that promotions have a significant positive influence on purchasing decisions. In other words, it can be concluded that promotions that are more appropriate and frequently carried out will increase consumer purchasing decisions.
2. The results of the t-test for the Service Quality variable (X<sub>2</sub>) obtained a calculated t value = 4.302 with a significance level of 0.001. By using a significance limit of 0.05, we get a t table of 1.993, which means t count > t table, which means H<sub>2</sub> is accepted. Thus, the second hypothesis can be accepted. The positive direction of the regression coefficient means that service quality has a significant positive influence on repurchase decisions. In other words, it can be concluded that the more widespread news about service quality from consumer to consumer can influence consumers' repurchase decisions.

To find out whether there is a simultaneous influence of the independent variables on the dependent variable, it is necessary to carry out an F test. This test is

carried out using a significance level of 0.05. If the significance value obtained from the ANOVA table is less than 0.05, then it is said that all the independent variables simultaneously influence the dependent variable. Dependent variable. The following are the results of the F test.

**Table 8. F Test Results**

		<b>Coefficients</b>				
<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
1 Regression	16.952	2	8.476	63.522	.000 <sup>a</sup>	
Residual	9.608	72	.133	3.557		
Total	.496	74		4.302		

c. Predictors: (Constant), Service Quality, Promotion  
d. Independent Variable: Purchase Decision

Source: Data processed by SPSS

**Table 9. Results of Determination Coefficient (R<sup>2</sup>)**

<b>Model Summary</b>				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
				.000 <sup>a</sup>
1	.799a	.638	.628	.36529

a. Predictors: (Constant), Service Quality, Promotion

Source: Data processed by SPSS

Based on the table 9 above, the calculated F value is 63,522 with a significance level of 0.05 and  $df_1$  2 and  $df_2$  72, the F table value = 3.12 is obtained because the calculated F value (63,522) > F table (3.12) or sig 0.000 is much smaller than 0.05, so It can be concluded that the two independent variables promotion and service quality simultaneously have a significant influence on repurchase decisions The coefficient of determination explains the contribution made by each independent variable to the dependent variable. To find out the magnitude of the coefficient of determination for each independent variable in a regression model, you can do this by looking at the R<sup>2</sup> value in the model summary table. The coefficient of determination (Adjusted R<sup>2</sup>) aims to determine how much the independent variables, namely promotion and service quality, can explain the dependent variable, namely the repurchase decision. Based on the table above, it is known that the adjusted R square value is 0.628 (62.8%), this shows that by using the regression model, the independent variables, namely promotion and service quality, influence the repurchase decision variable of (62.8%) while the remaining 100% - 62.8 % = 37.2% explained by other variables not included in this regression analysis.

## Discussion

These findings confirm Berry's (1983) theory on the importance of building long-term relationships with customers through trust, commitment, and ongoing communication. Lyco Coffee has successfully implemented these principles in a local context, showing that even on a small scale, relationship marketing practices can provide significant results for loyalty and business sustainability. This study also supports a previous study by Ndubisi (2023), which showed that relationship quality is a strong predictor of customer loyalty, especially in the service industry. In the context of F&B MSMEs such as Lyco Coffee, a humanistic approach that focuses on social closeness has proven to be more effective than a massive promotional strategy without personal interaction.

This study reveals that the implementation of the relationship marketing strategy carried out by Lyco Coffee in Temanggung has succeeded in building a strong relationship between the business and its customers. The strategies used include interpersonal communication, service consistency, providing loyalty incentives, and active involvement through social media. These results show that relationship marketing practices in small-scale businesses have a real impact on consumer repurchase behavior. Most customers stated that they feel closer to the Lyco Coffee brand, not only because of the quality of the product, but also because of the personal interactions and positive emotional experiences. As many as 72% of respondents stated that the main reason they made repeat purchases was because of the friendly service and relationships built with the cafe staff, not just the price or quality of the coffee (Miftahurrohmah, 2017).

In the context of a local community such as Temanggung, social relationships still greatly influence economic decisions. Relationship marketing that emphasizes personal closeness has proven to be relevant because customers feel like they are part of a community, not just consumers. It was found that the relational approach has a greater impact on customer loyalty than conventional promotional strategies. Several customers said that they tend to ignore promotions from other cafes, because they feel emotionally attached to Lyco Coffee. Relevance of Relationship Marketing Theory in a Local Context. This finding is in line with the concept of relationship marketing according to Hasbi, (2024), which states that trust and commitment are two key elements in maintaining long-term relationships with customers. In a local context, this is reflected in the way the cafe welcomes customers warmly and recognizes their preferences personally. This strategy provides a concrete example of how MSMEs can create a competitive advantage through a relational approach, without having to rely on large promotional budgets. This implication is important for small businesses that want to survive in the midst of increasingly fierce competition (Cohen et al., 2010). Limitations and Recommendations. Although this strategy shows positive results, there are still challenges in systematically documenting customer data. The use of simple technology, such as CRM customer

relationship management), can help improve the effectiveness of existing strategies (Mitrović et al., 2018)

## Conclusion

The following is an interpretation of the research results. The Influence of Promotional Variables on Repurchase Decisions. The research results state that there is a partial influence between promotions on purchasing decisions based on a significant value of less than 0.05 with a calculated t value (3,557) > t table (1,993). This proves that the more intensive the strategy or promotion carried out, the greater it will influence purchasing decisions. The research results are in accordance with the theory expressed by Danang Sunyoto (2017), which states that promotion is the spearhead of a product's business activities in order to reach the target market and sell the product. Because the more often a trading company carries out promotions, the more the company is embedded in the minds of consumers, and this can influence consumer purchasing decisions. This is also supported by research conducted by Yulismar (2013), the results of which stated that promotional variables have a significant influence on consumer purchasing decisions. The results of the calculations show that there is a significant influence of promotions and consumer purchasing decisions. After processing the data using SPSS (Statistical Product and Services Solutions) software, especially regarding simple linear regression, the output value of R was 0.800 or 80%, meaning that the correlation between promotions and consumer purchasing decisions was 80%. The research results state that there is a partial influence of service quality on repurchase decisions based on a significant value of less than 0.05 with a calculated t value (4,302) > t table (1,993). This proves that the faster the service quality is spread to consumers, the greater the repurchase decision will be. Simultaneous Influence of Promotion and Service Quality Variables on Repurchase Decisions. The research results state that there is a simultaneous influence between promotional variables and service quality on purchasing decisions based on a significant value of less than 0.05 with an F-count value (63.522) > F table (3.12).

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