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The Influence Of Digital Marketing, Menu Diversity, And Service Quality On Customer Loyalty

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ABSTRACT

The background of this research is based on the increasingly competitive culinary business landscape in the digital era, where digital marketing strategies, menu variations, and customer service play a crucial role in maintaining customer loyalty. This research aims to test and analyze the influence of digital marketing, menu diversity, and service quality on customer loyalty among "Mie Mbah Joyo" consumers, who have a population of 64. This research employs a quantitative method with a survey approach. The sampling technique used a purposive sampling formula to determine a sample of 44 respondents. The results of the study indicate that these variables have a simultaneous influence. However, only two variables, digital marketing, and menu diversity, significantly influence customer loyalty. Of all the significant variables, the menu diversity variable has the greatest influence or is the most dominant on customer loyalty, with a value of 0.478. This study concludes that digital marketing strategies and attractive menu variations are more effective in increasing customer loyalty than service quality factors. The implications of this research highlight the importance of innovation in digital marketing and menu development to enhance the competitiveness of culinary businesses.

Introduction

In this era of globalization, competition in the business world is increasingly fierce, especially in the culinary sector or coffee shops (Permadi, 2022). Every competition utilizes various methods or strategies that are more efficient to meet consumer needs, produce the right decisions, and provide maximum service (Susilowati et al., 2024). Coupled with the rapid development of information technology, marketers are encouraged to take advantage of manufacturers' goods or services needs to promote their products and reach as many consumers as possible through the internet. The competition in the business world is getting tighter along with the presence of the Internet. This cyber network significantly impacts the business sector, one of which is through online trade transactions (Putri & Utomo, 2017). Online marketing is often referred to as digital

marketing, internet marketing, electronic marketing, search engine optimization, and product promotion to customers. Digital marketing is considered an efficient strategy for MSMEs in introducing and marketing their products (Noviana & Darma, 2020; Satrio & Muhardono, 2022).

Several factors contribute to the emergence of challenges in maintaining customer loyalty in this competitive environment. (Sun et al., 2020)Among these factors, the widespread use of digital marketing plays a crucial role in influencing consumer choices and shaping brand perceptions. In addition, factors such as menu diversity and service quality significantly affect consumer satisfaction. When strategically combined, these elements can create a strong foundation for customer retention and business growth. (Putra et al., 2023).

Harsoyo et al., (2023) As one of the crucial competitive factors, MSMEs need to have skills in mastering information technology. Every player in the restaurant industry wants progress and expansion in their business. To achieve this goal, one of the steps that can be taken is to analyze the menu offered to formulate an effective marketing mix strategy so that it can get maximum profits. In this case, increasingly fierce competition forces business actors to optimize their performance through product quality, price, and service to survive market competition and create consumer satisfaction.

According to Setiawan, (2024) The study's results partially show that digital marketing variables, product quality, and service quality positively and significantly affect Shopee application users' consumer satisfaction. The results of simultaneous tests in the study show that digital marketing, product quality, and service quality have a positive and significant effect on consumer satisfaction of Shopee application users. The results of the research obtained through the results of the R Square value are evidenced by a result of 45.8%. The remaining 54.2% can be explained by other variables outside this study, such as price, location promotions, etc. According to Tama & Siagian, (2024) Digital marketing positively and significantly affects customer loyalty at Board Games Cafe Batam.

The study analyzes explicitly the relationship between digital marketing, menu diversity, and service quality, emphasizing its combined influence on customer loyalty in "Mie Mbah Joyo." Digital marketing is explored as a tool to expand brand reach and build consumer trust, while menu diversity is analyzed for its role in offering variety and customer satisfaction. On the other hand, service quality is evaluated for its direct impact on loyalty by ensuring a consistent and positive customer experience. (Wibowo & Hafidzi, 2017).

The novelty of this study lies in its integrative approach, which analyzes three important factors of digital marketing: menu diversity, and service quality together in one framework. Although individual studies have examined these variables, their combined effect on customer loyalty, particularly in the context of the culinary sector, is still understudied. This research is urgent as businesses in the culinary industry face increasing pressure to adapt to changing consumer demands and technological innovations.

Therefore, understanding the interplay between these factors is essential for developing strategies that engage and retain loyal customers in an increasingly competitive market.

This study aims to find out whether digital marketing, menu diversity, and service quality together affect consumer loyalty, whether digital marketing affects consumer satisfaction partially, whether the diversity of the menu affects consumer satisfaction partially, and whether service quality affects partial consumer satisfaction. Previous research entitled The Influence of Digital Marketing on Purchases on Online Purchase Journal Sites showed that promotional variables did not affect purchases. The study was also conducted with the application of digital marketing and its influence on the success of micro, small, and medium enterprises in the creative sector in Indonesia and Malaysia, showing no difference in characteristics between MSME actors in Indonesia and Malaysia. In addition, another study entitled Analysis of the Influence of Brand Awareness, Menu Diversity, Promotion, and Service Quality on Consumer Decisions to Buy Slamet Riyadi Pizza Hut Surakarta showed that each variable used significantly affected purchasing decisions.

Method

This study uses a quantitative approach with descriptive and explanatory research types to examine the influence of digital marketing, menu diversity, and service quality on customer loyalty. (Ghozali, 2016). This study involved a population of customers of "Mie Mbah Joyo" with a period of 5 – 17 December 2024, as many as 44 people, which is also the number of samples in the study. The sampling technique used is purposive sampling. The data collection technique is by distributing questionnaires to a sample of respondents. For data collection, questionnaires were distributed to obtain responses related to the research variables. The data was then analyzed using multiple linear regression to determine the relationship between independent variables (digital marketing, menu diversity, and service quality) and dependent variables (customer loyalty). In addition, this study also conducts validity and reliability tests to ensure the accuracy and consistency of the data. The data were then analyzed using SPSS software to perform various statistical tests, including multicollinearity, heteroscedasticity, and normality tests, to meet the assumptions in the regression analysis.

Results and Discussion

Description of Respondent Results

Table 1. Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-20 tahun	15	34.1	34.1	34.1
	21-30 tahun	19	43.2	43.2	77.3

	31-40 tahun	10	22.7	22.7	100.0
	Total	44	100.0	100.0	

Source: SPSS 16 Output Data (2024)

Based on the information listed in Table 1, it can be concluded that the age group of most respondents is 21 to 30 years old, with a total of 19 people or 43.2%, followed by the age group of 10 to 20 years as many as 15 people or 34.1%, and the age group of 31 to 40 years which is 10 people or 22.7%. These findings show that most 'Mie Mbah Joyo' customers come from young people. (Saputri et al., 2021).

Visit Respondents

Table 2. Frequency Distribution Based on Frequent Visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 kali	28	63.6	63.6	63.6
	6-10 kali	16	36.4	36.4	100.0
	Total	44	100.0	100.0	

Source: SPSS 16 Output Data (2024)

According to the data in Table 2, the largest group of respondents was those who visited between 1 and 5 times, with 28 people or 63.6%. The next group was those who visited between 6 and 10 times, as many as 16 people or 36.4%. These findings show that most 'Mie Mbah Joyo' customers have frequent visits between 2 and 6 times.

Gender of Respondents

Table 3. Gender Variable Frequency Distribution

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Laki-laki	23	52.3	52.3	52.3
	Perempuan	21	47.7	47.7	100.0
	Total	44	100.0	100.0	

Source: SPSS 16 Output Data (2024)

According to the data in Table 3, 23 male respondents, or 52.3%, were present, while female respondents amounted to 21 people or 47.7%. These results show that the number of male respondents exceeds the number of female respondents.

Data Analysis

Validity Test

The validity test measures how accurately the measuring tool can describe the concept, symptom, or event being measured. A questionnaire item is considered valid if the value of the r count is more significant than the r table.

Table 4. Validity Test of Digital Marketing Variables (X1)

Item – Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	7.8636	2.446	.442	.278	.604
X2.2	7.7727	2.087	.392	.190	.688
X3.2	7.8636	1.934	.603	.379	.379

Source: SPSS 16 Output Data (2024)

The data in Table 4 shows that the value of the r calculation or validity coefficient in each question indicator is higher than that of the table r, which is 0.3008. The results of the validity analysis showed that the X1.1 value of 0.442 was more significant than 0.3008, the X1.2 value of 0.392 was more significant than 0.3008, and the X1.3 value of 0.603 was more significant than 0.3008. Thus, it can be concluded that digital marketing variables meet the validity test and are considered valid.

Table 5. Menu Diversity Variable Validity Test (X2)

Item – Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	7.6591	2.509	.383	.161	.674
X2.2	7.8182	2.013	.479	.273	.559
X2.3	8.0227	2.162	.566	.327	.442

Source: SPSS 16 Output Data (2024)

Table 5 shows that each question indicator's calculated r-value or validity coefficient exceeded the table r-value of 0.3008. The analysis results show that the X2.1 value states 0.383 > 0.3008, the X2.2 value states 0.479 > 0.30088, and the X2.3 value states 0.566 > 0.3008. So, it can be concluded that the analysis results show that the value of the menu diversity variable meets the validity test and can be said to be valid.

Table 6. Test of Validity of Service Quality Variables (X3)

Item – Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	7.8182	2.664	.623	.391	.651
X3.2	7.8636	2.679	.553	.307	.723
X3.3	7.8636	2.353	.608	.379	.665

Source: SPSS 16 Output Data (2024)

Table 6 shows that each value of the calculation r or validity coefficient on the question indicator is greater than the value of the table's r, which is 0.3008. The results of the validity analysis show that the value of X3.1 is 0.623, which is greater than 0.3008, the value of X3.2 is 0.553, which is also greater than 0.3008, and the value of X3.3 is 0.608, which is greater than 0.3008. Thus, it can be concluded that the analysis shows that the service quality variable meets the validity test and can be considered valid.

Table 7. Customer Loyalty Variable Validity Test (Y)

Item – Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	8.0000	2.326	.322	.104	.680
Y1.2	7.9545	1.858	.494	.281	.451
Y1.3	7.9545	1.765	.512	.291	.422

Source: SPSS 16 Output Data (2024)

Table 6 shows that each value of the calculation r or validity coefficient on the question indicator is greater than the value of the table's r, which is 0.3008. The validity analysis yielded a Y1.1 value of 0.322, more significant than 0.3008, and a Y1.2 value of 0.494, more significant than 0.3008. Thus, it can be concluded that the analysis shows that the customer loyalty variable passed the validity test and was considered valid.

Reliability Test

Reliability tests aim to measure the extent of consistency or stability of individual responses over time. They were carried out using Cronbach's Alpha reliability coefficient, where a variable is considered reliable if its value is more than 0.60.

Table 8. Digital Marketing Variable Reliability Test (X1)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized	N of Items
.660	.667	3

Source: SPSS 16 Output Data (2024)

According to the data in Table 8, the Cronbach's Alpha value for the digital marketing variable (X1) was recorded at 0.660. Because this value is more significant than 0.60, it can be concluded that the digital marketing variable (X1) passed the reliability test and was declared reliable.

Table 9. Menu Diversity Variable Reliability Test (X2)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized	N of Items
.660	.663	3

Source: SPSS 16 Output data (2024)

According to the data in Table 9, the Cronbach's Alpha value for the menu diversity variable (X2) is 0.660. Because the value is more significant than 0.60, the menu diversity variable (X2) is declared reliable and meets the reliability test.

Table 10. Reliability Test of Service Quality Variables (X3)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized	N of Items
.761	.763	3

Source: SPSS 16 Output data (2024)

Based on the data in Table 10, the value of Cronbach's Alpha for the service quality variable (X3) is 0.761. Because the value exceeds 0.60, the service quality variable (X3) can be considered to meet the reliability test and be declared reliable.

Table 11. Customer Loyalty Variable Reliability Test (Y)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized	N of Items
.630	.626	3

Source: SPSS 16 Output Data (2024)

According to the data in Table 10, the value of Cronbach's Alpha for the customer loyalty variable (Y) was recorded at 0.630. Since this value is more significant than 0.60, the customer loyalty variable (Y) meets the reliability test and can be considered reliable.

Classical Assumption Test

Multicollinearity Test

The multicollinearity test aims to ensure that there is no perfect linear relationship between independent variables, which means that the independent variables are not correlated. The test was conducted by comparing the Tolerance and Variance Inflation Factor (VIF) values. If the VIF value is less than 10 and the Tolerance value is more significant than 0.1 or 10%, then it can be concluded that the regression model does not experience multicollinearity problems. (Syarif, 2015).

Table 12. Multicollinearity Test Results

Coefficients		
	Collinearity Statistics	
Model	Tolerance	VIF

1	(Constant)		
	X1	.322	3.108
	X2	.323	3.094
	X3	.987	1.013

Source: SPSS 16 Output Data (2024)

The test results show that all tolerance values are more significant than 0.1, and VIF values are smaller than 10.00. Therefore, it can be concluded that there is no multicollinearity problem between independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is a discrepancy between the observations in the regression model. The decision is made based on the results of this test; that is, if the dots on the graph are randomly and evenly distributed above or below the number 0 on the Y axis, then it can be concluded that there is no heteroscedasticity.

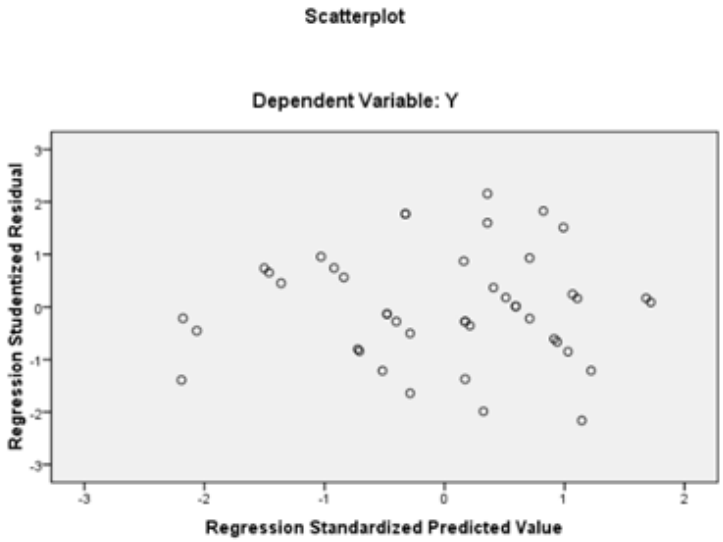

Figure 2. Heteroscedasticity Test
Source: SPSS 16 Output Data (2024)

In Figure 2, the distribution of data points in the scatterplot is spread above and below the number 0 without forming a specific pattern. Thus, it can be concluded that the regression model does not experience heteroscedasticity.

Normality Test

The normality test aims to test whether the free and bound variables in the customarily distributed regression model are expected. The normality of the data in this study can be analyzed through a histogram that displays a standard curve. The data is considered normal if the curve shows a balanced symmetry between the left and right

sides and is bell-like. In addition, normality can also be checked through the standard probability plot, where the data points follow a diagonal direction.

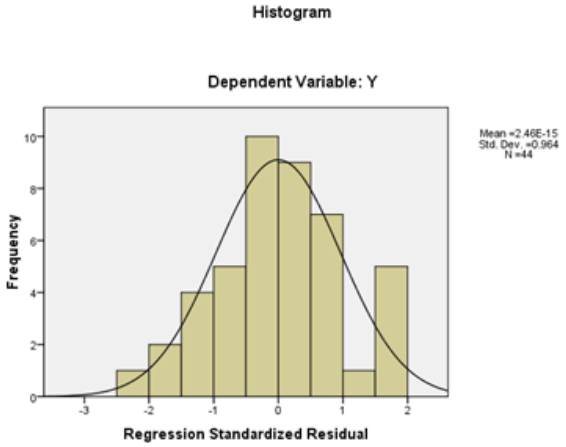

Figure 3. Histogram display Normal Curve
Source: SPSS 16 Output Data (2024)

In Figure 3, the curve does not slope to the left or right but tends to be symmetrical in the middle and forms a bell-like pattern. Thus, it can be concluded that the distributed data is standard.

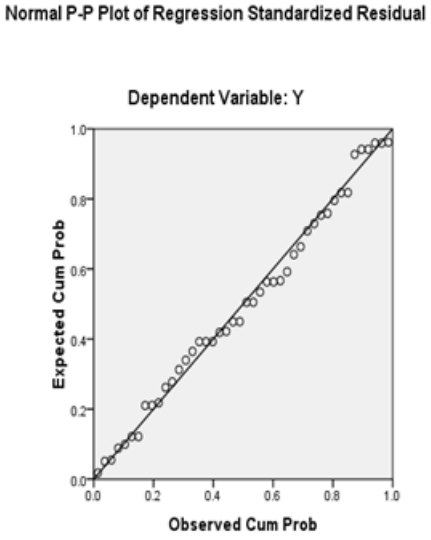

Figure 4. Normal Probability Plot
Source: SPSS 16 Output Data (2024)

In Figure 4, the dots on the plot form a pattern along the diagonal line, which indicates that the data is distributed normally.

Multiple Linear Regression Equation Analysis

This analysis determines how much influence the independent variable has on the bound variable.

Table 13. Multiple Linear Equation Analysis

Coefficients				
		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	.325	.355	
	X1	.390	.121	.410
	X2	.478	.119	.510
	X3	.066	.062	.077
a. Dependent Variable: Y				

Source: SPSS 16 Output Data (2024)

From the results of the regression analysis, the equation was obtained, namely:

$$Y = 0.325 + 0.390X1 + 0.478X2 + 0.066X3 + e$$

The results of the multiple linear regression analysis show the following:

a. If the digital marketing factor (X1), menu diversity (X2), and service quality (X3) are 0, then the value of the variable Y is 0.325
b. If X1 (digital marketing) is considered to increase by 1 unit, then the equation becomes Y = 0.325 + 0.390, meaning that if X1 increases by 1 unit, customer loyalty will increase by 0.390.
c. c. If X2 (menu diversity) is considered to increase by 1 unit, then the equation becomes Y = 0.325 + 0.478, which means that if X2 increases by 1 unit, customer loyalty will increase by 0.44778.
d. If X3 (quality of service) is considered to increase by 1 unit, then the equation becomes Y = 0.325 + 0.066, which means that if X3 increases by 1 unit, customer loyalty will increase by 0.066

Determination Coefficient Analysis (R2)

The determination coefficient assesses the extent to which independent variables affect dependent variables. Its value can be obtained from the adjusted R square in the Model Summary table.

Table 14. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890[a]	.792	.776	.30613
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

Source: SPSS 16 Output Data (2024)

The results of the regression calculation show that the value of R = .0.792 > 0.05. Meanwhile, the coefficient of determination (adjusted R square) obtained was 0.776. This means that 77.6% of the loyalty variable (Y) is influenced by independent variables, namely digital marketing, menu diversity, and service quality. Other factors, such as discounts, places, and others, explain the remaining 22.4%.

Hypothesis Testing

Hypothesis I (F / Partial Test)

The F test is used to simultaneously test the hypothesis between the independent and dependent variables in the regression model. If Fcalung > Ftabel or sig F < level of significance (α), the result is significant, so H1 is rejected, and H2 is accepted. Conversely, if Fcal < Ftable or sig F > level of significance (α), the result is insignificant, meaning H1 is accepted and H2 is rejected.

Table 15. Hypothesis Test Results I (F / Simultaneous Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.241	3	4.747	50.656	.000[a]
	Residual	3.749	40	.094		
	Total	17.990	43			

a. Predictors: (Constant), X3, X2, X1

Source: SPSS 16 Output Data (2024)

H1: Based on the ANOVA or F test, the F value is calculated at 2.84 with a level of significance (α) of 0.05 and a sig F of 0.000. Because F calculates > F table, which is 50.656 > 2.84, and sig F < level of significance (α), which is 0.000 < 0.05, it can be concluded that independent variables, including marketing digits (X1), menu diversity (X2), and service quality (X3) simultaneously affect the customer loyalty variable (Y) significantly.

Table 16. Hypothesis Test Results II (T / Partial Test)

Coefficients

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	.325	.355	.917	.364
	X1	.390	.121	3.220	.003
	X2	.478	.119	4.014	.000
	X3	.066	.062	1.067	.293

1. Dependent Variable: Y

Source: SPSS 16 Output Data (2024)

Test II (Test T / Partial)

The t-test is used to evaluate whether each independent variable partially has a significant impact on the dependent variable. If the calculated t is greater than the tablet or the sig t value is less than the level of significance (α), then the result is significant, so H1 is rejected, and H2 is accepted. Conversely, if the calculated t is smaller than the tablet or the value of the sig is greater than the level of significance (α), then the result is insignificant, which means that H1 is accepted and H2 is rejected.

Based on the calculation, a table of 2.01954 was obtained with a significance (α) level of 0.05. The following results were obtained:

H2: Digital marketing (X1) has a value of t = 3.220, which means that t is calculated > the table, which is 3.244 > 2.01954 and < α sig is 0.003 < 0.05. Therefore, it is concluded that the digital marketing variable (X1) significantly affects customer loyalty (Y).

H3: Menu diversity (X2) has a t-value calculated > t table, which is 4.014 > 2.01954, and a < α sig, which is 0.000 < 0.05. Therefore, it is concluded that the variable of menu diversity (X2) can significantly affect customer loyalty (Y).

H4: Service quality (X3) has a t-value calculated < t table, which is 1.067 < 2.01954, and a > α sig of 0.293 > 0.05. Therefore, it was concluded that the service quality variable (X3) had an insignificant effect on customer loyalty (Y).

The coefficients table shows that the variable value of menu diversity is greater than that of digital marketing and service quality, with a value of 0.478. Thus, it can be concluded that menu diversity has a more dominant influence on customer loyalty.

Discussion

Based on the results of the study, it can be concluded as follows:

From the results of the calculation of the ANOVA table, it can be concluded that the variables of digital marketing (X1), menu diversity (X2), and service quality (X3) simultaneously have a significant influence on customer loyalty (Y) because it can be seen from the value of the table that it can make customer loyalty ((Y) on "Mie Mbah Joyo."

Statistical calculations show that the digital marketing variable (X1) partially and significantly affects customer loyalty (Y). This is because digital marketing is a place for the most effective promotion in the current era of globalization. So that it contributes highly to customer loyalty. From the results of statistical calculations, the menu diversity variable (X2) is partial and significant to customer loyalty (Y). This is because the diversity of the menu is an attraction that can bring in new customers and clones in the sense that the analysis results of the menu diversity variable have the most dominant influence over other variables. From the results of statistical calculations, the service quality variable (X3) has a partial and insignificant effect on customer loyalty (Y). This is because the service at "Mie Mbah Joyo" is maximal and lacks grace to customers (Trisnani, 2017).

This study fills a gap in the existing literature by investigating the combined impact of digital marketing, menu diversity, and service quality on customer loyalty in the

Indonesian culinary industry, particularly in small businesses such as "Mie Mbah Joyo." Previous research has primarily focused on a single factor, such as the influence of digital marketing on consumer purchasing behavior Afifah, (2018) or the role of menu diversity in increasing customer satisfaction (Viani et al., 2022). However, few studies have explored how these factors interact with each other in the context of customer loyalty.

Research Implications

1. This study's findings have several implications for business owners, especially those in the culinary sector and MSMEs. First, it's crucial for businesses to prioritize their digital marketing strategies to reach a wider audience and increase customer loyalty. The significant influence of menu diversity on customer loyalty shows that businesses must continue to innovate and tailor their offerings to meet various customer preferences.
2. For practitioners, the study emphasizes that while service quality is important, it may not be the primary driver of loyalty in businesses with an existing customer base that has met expectations. Therefore, resources should focus on improving other aspects, such as menu diversity and digital presence.
3. From a theoretical perspective, this study underscores the need for a more integrated approach to understanding the factors that influence customer loyalty, considering the complex interactions between digital marketing, product offering, and service delivery.

Conclusion

From the discussion that has been described, it can be concluded that (1) the variables of digital marketing, menu diversity, and service quality simultaneously have a significant influence on the F value of the F calculation > F table, which is 50.656 > 2.84 and the sig F < level of significant (α) which is 0.000 < 0.05. (2) The digital marketing variable has a significant influence on customer loyalty with the t-value calculated > the table t-table, which is 3.220 > 2.01954, and the < α sig, which is 0.003 < 0.05. (3) The variable of menu diversity has a significant influence on customer loyalty with the value of t calculated > t table, which is 4.014 > 2.01954, and the < α sig is 0.000 < 0.05. (4) The service quality variable has a partial and insignificant influence on customer loyalty because the t-value calculated < t table is 1.067 < 2.01954 and the > α sig is 0.293 > 0.05.

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