

THE IMPACT OF PERSONALITY TRAITS AND PERSONAL SUITABILITY ON THE LEVEL OF SATISFACTION AND LOYALTY OF WEST JAKARTA COFFEE SHOP CONSUMERS

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Abstract: *This study aims to examine the influence of personality traits and self-congruence on the level of customer satisfaction and loyalty in coffee shops in West Jakarta. Coffee shops provide an interesting context for understanding how personality traits and self-congruity can shape consumer experiences in the cafe environment. The population of this study were coffee shop customers in the western Jakarta area. This study used a sample of 120 respondents. The research method in this study was non-probability sampling using the purposive sampling sample collection technique. Data collection was carried out by distributing questionnaires via Google Forms to a sample of regular coffee shop customers in West Jakarta. The questionnaire questions were designed to measure personality traits, perceived self-congruity with the coffee shop brand, level of satisfaction, and level of customer loyalty. The data were analyzed using SEM (structural equation modeling) through the SmartPLS4 software application. The results showed that personality traits, self-congruity, and satisfaction each have a positive and significant influence. However, personality traits and loyalty have a negative and insignificant effect. The results of this study can provide deep insight into how psychological and social factors affect the level of customer satisfaction and loyalty in West Jakarta coffee shops, and these findings can be used by all coffee shops in providing strategic guidance, improving customer experience, optimizing brand image, and building sustainable consumer loyalty in an increasingly competitive coffee market.*

Keywords: *Personality Traits, Self-Congruity, Customer Satisfaction and Loyalty*

1. Introduction

In the era of globalization and rapid industrial development, competition in the food and beverage industry has become increasingly fierce. The success of a coffee shop is not only determined by the quality of its coffee and service but also by the psychological and emotional factors that influence customers' perceptions and engagement with the brand. According to the International Coffee Organization (2021), the growth of the coffee industry in Indonesia is 250% from the previous year. Therefore, it is important to investigate the influence of personality traits and self-congruity on customer satisfaction and loyalty to coffee shops in the West Jakarta area.

Studies show that characteristic features such as personality, individuality, and conformity can be important in forming consumer preferences and behaviors. For example, consumers with characteristic personality traits are extroverts. Possible look for more experience; a friendly, temporary consumer with characteristic features; a personality more introverted; perhaps look for more experience; a relaxed and calm

person. And Jakarta as a city the largest variety of Indonesian businesses and trends are in the city. This includes the style of life-drink coffee at the coffee shop. Election location business is one of the determining strategies for success in business and development business. Between lots of points in Jakarta, the Sunter area is a location that delivers diverse coffee shop concepts that are different. Therefore, that's the area of something-style life in consuming coffee at coffee shops in particular for the young generation. (Budiono, 2022).

The role of personality traits in form preference customers is very important in the context of a coffee shop, where the atmosphere and interaction inside the shop are important from the experience of the customer. According to Chen et al. (2021) suitability is the effort of self-matching a consumer with a brand good from facet description brand, symbol, service, attribute and purpose brand so that consumer feel A brand can accepted by him. According to Hermanda et al. (2019), suitability is a reflective process of comparison that contains similarities in brand with consumers who create power to pull consumers on brand and satisfaction consumers when use brand.

And in order to reach its success, coffee shops naturally choose No Once, regardless of various enthusiasms from consumers for the products they offer. Enthusiasm consumer This is naturally very relevant and influential on level requests and sales for every existing business unit. Enthusiasm This makes consumers often buy goods and services with a certain brand. Collaboration between harmony self and enthusiasm individual determines draft self from a certain usual label called compatibility between consumers (Soon Ho Kim, 2017) and furthermore produces satisfaction individual and loyalty brand (J. Nam, Y. Ekinici, 2011).

Apart from that, the loyalty brand alone has become an important factor in the achievement period and is highly prioritized in segmentation marketing. Loyalty brand is something size given by customer to buy the same in a way that keeps going continuously in the future, although there are more offers from brand competitors. (Rachelia & Rodhiah, 2021). Draft suitability self-involvement: to what extent does the individual feel that something brand reflects values, style of life, and identity. In the context of a coffee shop where the brand image and its value are highly valued, the level of suitability of the self-customer with the coffee shop may play an important role in shaping positive perceptions of the brand and increasing customer satisfaction. As a global coffee industry leader, coffee shops are naturally interested in better understanding the factors that attract customers to their brand. With a better understanding of how characteristic features like personality and consistency influence satisfaction and loyalty among customers, coffee shops can develop more personalized and effective marketing programs as well as increase the overall quality of customer experience.

In the above context, research aims to increase knowledge and investigate the extent to which the characteristics of personality, individual, and level of suitability of the self-customer contribute to customer satisfaction and therefore influence loyalty of customers to coffee shops. According to Graeff's (1996) study, if the image self-consumer is more similar to the image brand, then they will have a better evaluation of the brand, so the waiter will be more loyal to a brand with an appropriate image with the perception of the customer himself (Untarini, 2018). This study can provide a deeper understanding of the motivating factors that customers use to choose and stay loyal to coffee shops, allowing

for more basic marketing strategies with appropriate goals and success. Understanding this also allows coffee shops and perpetrator industries to take strategic steps to increase customer experience, satisfaction, and loyalty over time.

Theoretical review

Personality Traits

Personality traits are defined as differences among every individual in patterns of thoughts, feelings, and behavior that become characteristic of an individual (American Psychological Association, 2017). Character is a combination of things that happen between parts of character from a mental point of view (intelligent, skilled, mentality, intentions, ethics, etc.). (Sukmadinata, 2021). This quality of character is a trademark that reflects how somebody thinks and acts (Schiffman, 2019c). As a result, we can draw the conclusion that personality traits are characteristics that someone possesses in a specific situation or state of feeling.

Self-Congruity

Self-congruence is the process and development of psychological outcomes in which consumers compare their personality or brand image with their social self-according to their facts, agreements, and social self (Sirgy, 2018). Self-congruence is also a problem that results in a psychological comparison of consistency between the consumer's self-concept and the image of a brand (Lie et al., 2022).

Customer Satisfaction

Satisfaction is a positive response given by consumers in connection with fulfilling needs regarding products or services (Tjiptono, 2014). Empathy and ability recovery service is one of the determining factors in customer satisfaction (Ladiera et al., 2016). Service quality is the main factor determining customer satisfaction, which means that when good service quality is realized, customer satisfaction will occur with the product or goods and services used (Bazazo et al., 2017).

Consumer Loyalty

Loyalty brand is something size given by customer. For buy the same in a way, keep going continuously in the future, although there are more offers from brand competitors. (Rachelia & Rodhiah, 2021). Loyalty isn't instinctive but rather influenced by promises and trust given by a person's brand (Hepner et al., 2021). Attachment brand and love brand connect pleasure and loyalty brand, which means give rise to emotional in a way positive to brand (Loh et al., 2021).

From several studies before, a research model was formed as following :

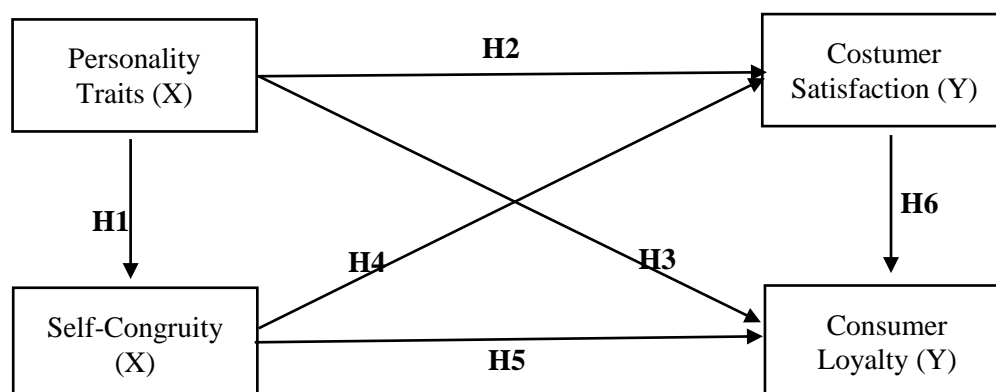


Figure 1. Research Models

Research Hypothesis :

H1: Characteristic personality can influence suitability.

H2: Personality characteristics can have a significant impact on consumer satisfaction.

H3: Personality traits can influence the loyalty brand.

H4: Conformity can have a significant influence on customer satisfaction.

H5: Suitability can have an influence, which is significant to the loyalty brand.

H6: Customer satisfaction can have a significant influence on brand loyalty.

2. Research Method

Population under study This is a customer shop in the West Jakarta area. Study This is done using the *purposive sampling technique*. The number of samples studied: as many as 120 respondents. Data collection techniques use questionnaires. Questionnaires are spread online using *Google Forms*. Study This study variables include: characteristics and personality can be measured using 6 statement items; self-congruity using 5 statement items; satisfaction customer using 4 statement items; and loyalty customer using 5 statement items. Research data processing using PLS-SEM version 4 software, which consists of two analyses, namely the outer model and the inner model.

3. Results and Discussion

Respondent Profile

Subject in study This student customer visits at least one coffee shop in the West Jakarta area at least once a month. In terms of description subject research, the number of samples collected is as follows: 120 respondents. Based on the data received, the majority of respondents were dominated by women, numbering 69 people (57.5%), aged 18–25 years (69.2%).

Outer Model

Based on the results of the measurement model (outer model analysis), it is known that all indicators used for the measure variable study have valid and reliable results, so the results of the study can be trustworthy and reliable.

a. Convergent Validity

Table 2. Results of AVE

Variables	Average Variance Extracted (AVE)
Personality Traits	0.680
Self -Cognruity	0.742
Satisfaction Customer	0.780
Loyalty Customer	0.745

Table 2 shows the results of the data processing average variance extracted (AVE). Based on the results obtained, all values in this research variable have met the predetermined criteria, namely results greater than 0.5.

b. Discriminant Validity

Table 3. Discriminant Validity

	CK	K.D	KP	L.P
CK	0.825			
K.D	0.445	0.862		
KP	0.761	0.523	0.883	
L.P	0.450	0.749	0.565	0.863

AVE value, each latent construct must be bigger than the mark square construct with the latent construct, according to the criteria of *Fornell-Larcker* (Hair *et al.*, 2020). Based on the Fornell-Larcker test shown in Table 3 above, the AVE value for each latent construct is greater than the square value of that construct and other latent constructs, which indicates that the *discriminant validity test requirements* are met in this research data.

c. Composite Reliability

Table 4. Cross Laoding Analysis Results

Variable	Composite Reliability	Cronbach's Alpha
Personality Traits	0.914	0.883
Self -Conformity	0.935	0.912
Satisfaction Customer	0.934	0.905
Loyalty Customer	0.936	0.914

From the results of the data processing, it is visible that Cronbach's alpha and composite reliability for each variable are higher than 0.7. With so many variables in the study, we can say it is reliable. According to Hair (2020), Cronbach's alpha and composite reliability must be greater than 0.7, though a value of 0.6 can still be allowed.

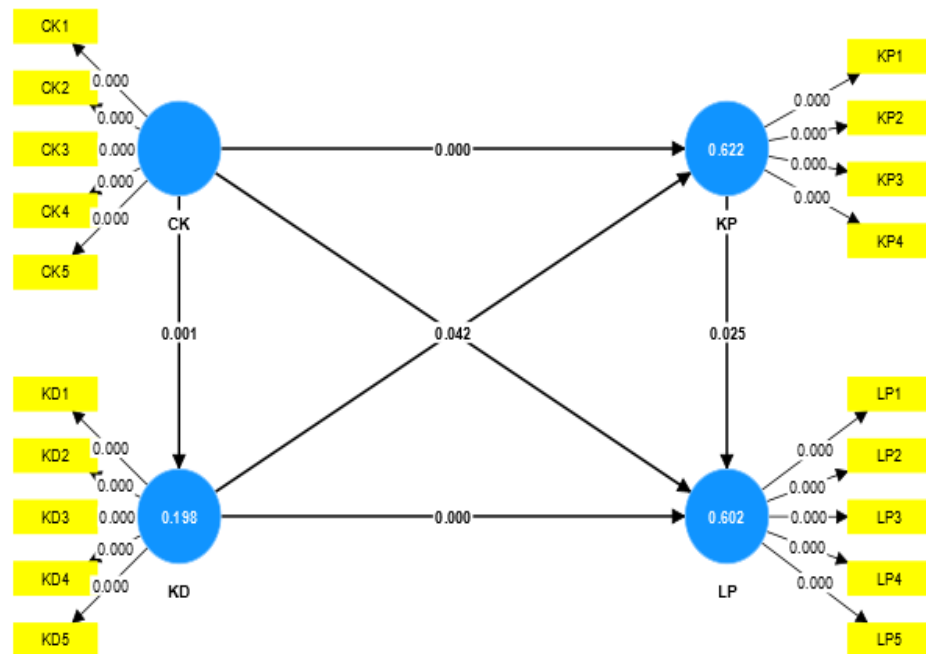
Inner Model

Coefficient of Determination Test (R^2)

The R-Square (R^2) value is used to determine the coefficient of determination and measure the level of variation in changes in the independent variable and the dependent variable. To measure R-Square, Hair (2020) argues that values of 0.75, 0.50, and 0.25 are described as substantial, moderate, and weak.

Inner Model Test

Results from the bootstrapping is:



Figures 2. PLS Model Specifications
Table 5 Results of Direct Effect Significance Test

Variable	Original Sample	T- Statistics	<i>P-values</i>
Personality Traits → Self - Conformity	0.445	3,476	0.001
Personality Traits → Satisfaction Customer	0.659	5,449	0,000
Personality Traits → Loyalty Customer	-0.022	0.190	0.849
Conformity → Satisfaction Customer	0.230	2,031	0.042
-Conformity → Loyalty Customer	0.625	6,090	0,000
Satisfaction Customer → Loyalty Customer	0.255	2,249	0.025

Table 5 shows the hypothesis testing in this study. The hypothesis can be accepted if the t-statistic value is greater than 1.96 and the p-value is below 0.05 (Hair et al., 2020). Hypothesis testing uses a statistical value with an alpha value of 5%, so the t-statistic value

used is 1.96 (Murniati et al., 2013). The following is a description and explanation of each hypothesis:

Based on results testing, the above hypothesis was obtained, and results testing revealed the following:

H1: Calculation of the results of the personality traits hypothesis on self-conformity produces a t value of 3.476 whose value is greater than 1.96 and a p-value of 0.001 whose value is smaller than 0.05, so that the personality traits variable affects self-conformity.

H2: The calculation of the results of the personality traits hypothesis on customer satisfaction produces a t value of 5.449 whose value is greater than 1.96 and a p-value of 0.000 whose value is smaller than 0.05, so the personality traits variable affects customer satisfaction.

H3: The calculation of the results of the personality traits hypothesis on customer loyalty produces a t-statistic value of 0.190, which is smaller than 1.96, and a p-value of 0.849, which is greater than 0.05, so it can be concluded that the personality traits variable has no positive effect on customer loyalty.

H4: The calculation of the results of the self-suitability hypothesis on customer satisfaction results in a t value of 2.031, whose value is greater than 1.96, and a p-value of 0.042, whose value is smaller than 0.05, so the self-suitability variable affects customer satisfaction.

H5: The calculation of the results of the self-suitability hypothesis on customer loyalty results in a t value of 6.090 whose value is greater than 1.96 and a p-value of 0.000 whose value is smaller than 0.05, so the self-suitability variable affects customer loyalty.

H6: The calculation of the results of the Customer Satisfaction Hypothesis on Customer Loyalty results in a t value of 2.249 whose value is greater than 1.96 and a p-value of 0.025 whose value is smaller than 0.05, so the Customer Satisfaction variable affects Customer Loyalty.

Discussion

The results of research on the first hypothesis (H1) show that personality traits have a positive and significant influence on self-conformity, which indicates that the first hypothesis (H1) is accepted. The results of the first hypothesis analysis are evidenced by a p-value of 0.001, which also shows that the personality trait variable has a significant effect in this study. The results of the first hypothesis analysis (H1) are in accordance with the results of Soon-Ho Kim's research (2017). Therefore, it is necessary for coffee shops to adjust the individual personality traits of consumers in order to create compatibility between consumers and coffee shops.

The results of research on the second hypothesis (H2) show that personality traits have a positive and significant effect on customer satisfaction, which indicates that the second hypothesis (H2) is accepted. The results of the second hypothesis analysis are evidenced by a p-value of 0.000, which also shows that the personality trait variable has a significant effect in this study. The results of the analysis of the first hypothesis (H2) are in accordance with the results of Soon-Ho Kim's research (2017). This shows that when a consumer feels that he has a characteristic alignment with what is used, there will be a feeling of satisfaction with the product or goods used.

The results of research on the third hypothesis (H3) show that personality traits have a negative and insignificant effect on customer loyalty, which indicates that the third hypothesis (H3) is rejected. The results of the analysis of the third hypothesis are evidenced by a p-value of 0.849; in this case, the results of the analysis of the third hypothesis (H3) are not in accordance with the research results of Soon-Ho Kim (2017). Where this can happen, even though the product from the coffee shop can match and meet the level of consumer satisfaction, it is not certain that it can make consumers feel obliged and loyal to the coffee shop. This individual's disinterest in the coffee shop brand can be influenced by several factors from the perspective and mindset of the consumer. These factors can be summarized as follows: The high price offered by the coffee shop may not match the expectations of some customers regarding maximum service. This is because this coffee shop applies a self-service system.

The results of research on the fourth hypothesis (H4) show that self-conformity has a positive and significant effect on customer satisfaction, which indicates that the fourth hypothesis (H4) is accepted. The results of the fourth hypothesis analysis are evidenced by a p-value of 0.042, which also shows that the personality trait variable has a significant effect in this study. The results of the analysis of the fourth hypothesis (H4) are in accordance with the results of Soon-Ho Kim's research (2017). It can be proven that the level of suitability of an individual for a coffee shop product or brand can have a significant influence on the level of customer satisfaction with the coffee shop product or brand due to the suitability factors for coffee shop products and services such as taste and price that match consumers or an atmosphere that fits the consumer's personal character.

The results of research on the fifth hypothesis (H5) show that self-conformity has a positive and significant influence on customer loyalty, which indicates that the fifth hypothesis (H5) is accepted. The results of the fifth hypothesis analysis are evidenced by a p-value of 0.000, which also shows that the personality trait variable has a significant effect in this study. The results of the fifth hypothesis analysis (H5) are in accordance with the results of Soon-Ho Kim's research (2017). This shows that the level of suitability of an individual for a product or brand can have a significant influence on the level of customer brand loyalty to a coffee shop product or brand. When the suitability of a consumer can be fulfilled, consumers will have an interest in coffee shop products and services, so that consumers will continue to provide loyalty to coffee shop products and services in the West Jakarta area because they feel their desires are fulfilled.

The results of research on the sixth hypothesis (H6) show that customer satisfaction has a positive and significant effect on customer loyalty, which indicates that the sixth hypothesis (H6) is accepted. The results of the sixth hypothesis analysis are evidenced by a p-value of 0.025, which also shows that the personality trait variable has a significant effect in this study. The results of the analysis of the sixth hypothesis (H6) are in accordance with the results of Soon-Ho Kim's research (2017). Therefore, it can be concluded that customer satisfaction with the form of service and the environmental atmosphere of the coffee shop brand is a consideration for consumers to keep coming back to buy and enjoy coffee shop products.

4. Conclusion

The results of the hypothesis calculation can be concluded as follows: the variable personality traits on self-compatibility has a positive and significant effect; the variable personality traits on customer satisfaction has a positive and significant effect; the variable self-compatibility on customer satisfaction has a positive and significant effect; and the variable customer satisfaction on customer loyalty has a positive and significant effect. However, personality traits have a negative and insignificant effect on customer loyalty.

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