CUSTOMER STRATEGY TRANSFORMATION THROUGH CRM INNOVATION AND PRODUCT QUALITY: ITS IMPACT ON LOYALTY AT NOU COFFEE SHOP

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ABSTRACT

Nou Coffee is a local coffee shop in Medan adopts a modern, fast, efficient, and digitally integrated concept to deliver high-quality coffee. However, consumer loyalty has recently declined, indicated by fewer repeat visits and reduced digital interactions. The implementation of Customer Relationship Management (CRM) has often been less effective due to its generalized interactions, highlighting the need for more personalized, data-driven communication to strengthen relationships with consumers. In addition, product quality remains a key factor in building loyalty, including aspects such as taste, consistency, hygiene, raw materials, and comfort. Although Nou Coffee already uses high-quality coffee beans and a digital system, some customers perceive the taste and presentation consistency as unstable. The objective of this research is to analyze the transformation of customer strategy through CRM innovation and product quality, as well as their impact on customer loyalty at Nou Coffee Shop. This indicates that product quality is still the primary key to maintaining customer satisfaction and loyalty, even more important than technological convenience. The study employed a descriptive quantitative method. The population consisted of all consumers who had made purchases at Nou Coffee, totaling 10,122 customers. Using Slovin's formula with a 95% confidence level and a 5% margin of error, the sample size was determined to be 385 respondents. The conclusion drawn from this research is that both partially and simultaneously, Customer Relationship Management (CRM) and Product Quality significantly influence consumer loyalty at Nou Coffee Shop.

Keywords: *Coffee Shop, Culinary, Customer Interaction, Consumer loyalty, Customer Relationship Management (CRM), Marketing Strategy, Product Quality*

INTRODUCTION

The culinary industry in Indonesia has experienced rapid development in recent years, marked by the emergence of various food and beverage businesses offering unique and creative concepts. Modern lifestyle trends, increasing public interest in culinary exploration, and the influence of social media have contributed to the growth of the culinary business in major cities. Business owners not only focus on quantity but also continuously improve service quality and menu variety to meet the increasingly diverse expectations of consumers. One notable development in the culinary sector is the proliferation of coffee shops in many major cities, including Medan. The following data shows the number of culinary MSMEs in Medan:

Table 1. Data on the Number of Culinary Entrepreneurs in Medan for the 2021-2023 Period

Year	Cullinary MSMEs
2021	21,659
2022	23,421
2023	24,704

Sources: Badan Pusat Statistik, 2025

Coffee shops are no longer just places to enjoy coffee; they also serve as spaces for working, socializing, and even creating content for social media. In Medan, coffee shops come with a variety of concepts and target markets, ranging from premium to more affordable options. One well-known coffee shop with its own loyal customer base is Nou Coffee.

Nou Coffee is a local coffee shop that adopts a modern approach to showcase the potential of Indonesian coffee, especially for coffee enthusiasts in Medan. With a concept centered on fast, efficient, and digitally integrated service, Nou Coffee provides a solution for consumers who want high-quality coffee in a short time without compromising flavor. Nou Coffee has strategic location and consistent operating hours make it an ideal place to relax, work, or simply stop by for coffee amidst the city's hustle and bustle. The comfortable atmosphere and quick service encourage many customers to return.

The featured menu is quite diverse, ranging from classic options such as Americano and Kopi Susu Gula Aren (NOU AREN) to signature creations like Nou Signature, Americano Booster, and Mangocano. Nou Coffee also offers refreshing iced drinks such as Ice Sanger and Nou Brown Sugar, all crafted to provide a unique yet familiar taste experience.

Recently, there has been a noticeable decline in consumer loyalty at Nou Coffee, indicated by fewer repeat visits and reduced consumer interactions on their digital platforms. The following data shows customer purchases at Nou Coffee:

Table 2. Nou Coffee Customer Data for the 2021-2024 Period

Year	Nou Coffee Consumer
2021	13,158
2022	12,042
2023	10,937
2024	10,122

Sources: Nou Coffee, 2025

Customers began to feel that the quality of service was no longer as good as before, and the menu variety was perceived as lacking variety updates. The lack of innovation and the limited loyalty program meant that customers no longer had a compelling reason to choose Nou Coffee over competitors offering a similar experience at a higher value.

Amidst rapid growth, competition in the coffee shop industry has also become increasingly fierce. Local and international brands are vying for the same market share, with ongoing marketing strategies and product development (Sinaga et al., 2024). Competition between local coffee chains and international coffee chains is intensifying. This is driven by increasing consumer purchasing power, which in turn drives demand for higher-quality, value-added coffee drinks (Kompas.id, 2024). In this situation, maintaining consumer loyalty is crucial for business survival and growth. Loyal customers tend to make repeat purchases and become a long-term asset for business sustainability. Consumer loyalty is a combination of a customer's likelihood to repurchase from the same provider in the future and their likelihood to purchase the company's products and services at various price levels (price tolerance) (Tjiptono and Diana, 2023). Various factors influence consumer loyalty, including customer relationship management (CRM) and product quality.

CRM is a business strategy consisting of software and services designed to increase profits, revenue, and customer satisfaction by helping various companies accurately identify their customers, acquire more customers more quickly, and maintain consumer loyalty (Sinaga et al., 2021). The implementation of a Customer Relationship

Management (CRM) strategy aims to build long-term relationships with customers. In practice, overly generic interactions, such as mass promotions or notifications irrelevant to customer habits, can actually reduce customer engagement (Sinaga et al., 2022). Customers will feel more valued when communications are personalized, tailored to their needs and preferences. Therefore, effective CRM must be balanced with accurate customer data and an appropriate communication strategy to create a strong relationship between consumers and the brand. Here are some CRM activities Nou Coffee has implemented for customers:

Table 3. Nou Coffee Customer Data for the 2024 Period

Program	Information
Program Member Loyalty	Award points for every purchase that can be redeemed for discounts or free products to encourage repeat purchases.
Feedback & Reward	Collect customer feedback through short surveys and then provide coupons or vouchers as a token of appreciation.
Personalized Promotion	Send promotions or menu recommendations based on customers' purchase history, such as discounts on their favorite drinks.

Sources: Nou Coffee, 2025

Product quality is another factor in shaping consumer loyalty. Product quality encompasses not only the taste or appearance of the beverage offered, but also the consistency of presentation, cleanliness, ingredients used, and the comfort provided to customers in enjoying the product. Consumers tend to remain loyal if the product they consume provides overall satisfaction and meets their expectations. When product quality is inconsistent or does not meet expectations, customers are more likely to switch to another brand. Here are the number of complaints customers have made regarding product quality:

Table 4. Number of Customer Complaints for the Period 2021 – 2024

Year	Total Complaint
2021	67
2022	73
2023	79
2024	84

Sources: Nou Coffee, 2025

Although Nou Coffee has implemented various quality standards, such as using quality coffee beans, a digital ordering system, and fast service, not all customers are satisfied with the overall experience. Some customers complain that the product they receive is sometimes inconsistent in terms of taste and presentation. Furthermore, despite the use of technology to support service, customers still value taste and presentation over ease of use if the product's core qualities are not met. This demonstrates that good product quality remains key to maintaining consumer loyalty.

Research by Sonjaya & Ruyani (2023) shows that product quality has a significant influence on consumer loyalty at Eiger Coffee. Similar findings were also presented in research by Ayang & Sugiat (2022), which showed that customer relationship management has a significant influence on consumer loyalty at Trzy Coffee Bogor. The research gap is that there has been no research examining the influence of CRM and product quality on loyalty at a local digital coffee shop like Nou Coffee, creating a research gap in this context. This study aims to analyze the influence of CRM and product quality on consumer loyalty at Nou Coffee and provide recommendations for digital-based strategies and service quality.

LITERATURE REVIEW

Consumer Loyalty

Consumer loyalty is a consumer's tendency to consistently choose and purchase the same brand on every purchase occasion. This attitude is based on a strong commitment and belief in the product or service, so that consumers consistently make it their primary choice over other alternatives (Adhari, 2021). Consumer loyalty is a consumer's commitment to a brand, store, or supplier, based on a highly positive attitude reflected in consistent repeat purchases (Wahyoedi and Suparso, 2023). Consumer loyalty is a combination of a consumer's likelihood to repurchase from the same supplier in the future and the likelihood to purchase the company's products and services at various price levels (Tjiptono and Diana, 2023). Consumer loyalty is a result of consumer satisfaction with a product or service that has a positive impact on the company, such as repeat purchases (Sari, 2020). Consumer loyalty is a customer's loyalty to a company that arises without coercion but rather from their own awareness. Companies that are able to increase consumer loyalty will grow the company and reduce the influence of attacks from competitors from similar companies (Rezeki et al., 2020). Thus, it can be concluded that consumer loyalty is the level of customer attachment to a brand, product, or service demonstrated through repeat purchases, preference for that brand over competitors, and positive recommendations to others. Consumer loyalty reflects customer satisfaction and a strong emotional connection to a brand, which keeps them loyal despite the presence of other alternatives in the market.

Consumer loyalty is crucial for companies because it has a significant impact on business sustainability and growth. Loyal consumers tend to make repeat purchases, which not only increases revenue but also reduces marketing costs because companies don't need to constantly seek new customers (Sinaga et al., 2023). The indicators used to measure consumer loyalty are as follows (Adhari, 2021):
1.   Repeat purchases
        Loyal consumers continue to buy the same product because they are satisfied and trust its quality.
2.   Recommendations to others
        They share positive experiences with family, friends, or colleagues.
3.   Refuse to switch to competitors
        Remain loyal even when there are many alternatives in the market.
4.   Ignore competitors' offers
        Not attracted to competitors' promotions because they are already satisfied.
5.   Increased loyalty
        Remain loyal even in difficult situations such as price increases.

Customer Relationship Management

Relationship marketing is the process of identifying and building, maintaining, accelerating, and, whenever necessary, terminating relationships with consumers and other stakeholders in a company for profit, thereby achieving the goals of all parties involved (Rizal, 2020). Relationship marketing emphasizes customer retention by fostering long-term relationships (Saleh and Said, 2019). Relationship marketing is a concept that focuses on harmonious relationships between stakeholders, oriented toward creating long-term relationship value (Rusman, 2020). Relationship marketing is a marketing strategy that relies on relationships or networks in the exchange of goods or services, with the primary goal of developing marketing productivity and increasing mutual value. Through this marketing concept, a business unit can become a supplier for other business units (Suwanto, 2023). Relationship marketing with customers is a shift from a transaction-focused market that ignores its customers to a relationship marketing process that focuses on relationships with customers or stakeholders. One rapidly changing factor or dimension is customers, both end-consumer customers and

organizational or business customers (Darsana et al. 2023). It can be concluded that relationship marketing is an activity aimed at building, developing, and maintaining good relationships between a company and its customers. The goal is to provide maximum value and increase customer satisfaction, fostering loyalty, continued product selection, and supporting the company's business sustainability.

A relationship marketing approach is expected to lead companies to more sustainable success by increasing loyalty, satisfaction, and recommendations from loyal customers (Sinaga et al., 2024). To build good relationships, a company must pay attention to three main elements (Rizal, 2020):
1.   Trust
       Efforts to build consumer trust, consisting of harmony, mutual acceptance, and ease of communication.
2.   Familiarity
       Creating a situation where a customer feels comfortable in the relationship, consisting of personal understanding and awareness.
3.   Professional Awareness
       Providing greater attention to customer complaints directly.

Product Quality
Product quality is a consumer's overall evaluation of the superior performance of a product or service (Damiati et al., 2023). Product quality is also a factor in a product whose values can be measured according to standards (Astuti & Matondang, 2023). Product quality is understood as an offering from a seller that has a higher selling value compared to competing products (Firmansyah, 2022). A similar opinion is also expressed that product quality reflects an understanding of the superior selling value of a product compared to competitors (Untari, 2021). Quality describes the overall characteristics of goods or services that indicate their ability to meet consumer needs, both expected and implied (Sutiah, 2020). Based on the explanations of the experts above, it can be concluded that product quality is the physical condition, function, and nature of a product that is able to meet consumer needs and desires satisfactorily according to the value of the money spent.

Known indicators of product quality include (Untari, 2021):
1.   Durability
       How long a product lasts before it needs to be replaced. The more frequently a product is used by consumers, the greater its durability.
2.   Conformity to Specifications
       The extent to which a product's basic operating characteristics meet specific consumer specifications, or whether defects are found in the product.
3.   Aesthetics
       Relates to the product's appearance, as seen from its appearance, taste, smell, and shape.
4.   Perceived Quality
       This is the result of indirect measurements, as consumers may not understand or lack information about the product.

Conceptual Framework
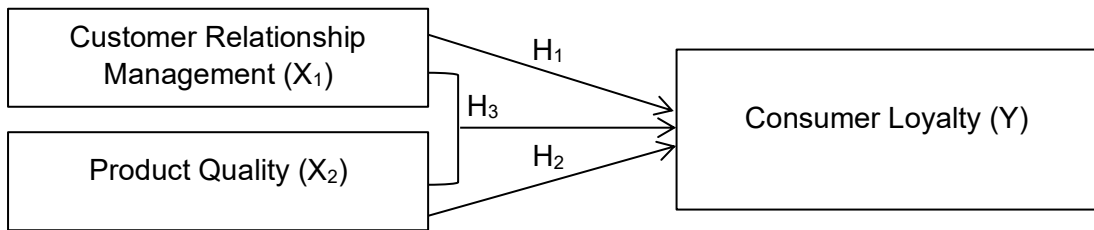The following conceptual framework will be used in this research:

Figure 1. Conceptual Framework

Research Hypothesis
Based on the conceptual framework above, we can formulate a partial and simultaneous research hypothesis that product quality and CRM (customer relationship management) influence consumer loyalty at Nou Coffee.

RESEARCH METHODOLOGY

Nou Coffee located at Jl. Gunung Krakatau No.181, East Medan, the café is open daily from 9:00 AM to 9:00 PM. In conducting this research, the researcher used a quantitative descriptive research method. Descriptive research attempts to answer existing problems based on available data. The analytical process in descriptive research includes presentation, analysis, and interpretation (Sinaga et al., 2022). The quantitative descriptive research method aims to objectively describe a situation using numerical data, from data collection and interpretation to presentation of results (Ghozali, 2019). The research location is in Medan City. The research period is planned to run from August 2025 to September 2025.

The population is the entire research subject, which can be people, objects, or anything that can provide research information. The sample is a portion of the entire object being studied and is considered representative of the population (Arifin, 2021). The population used was all consumers who had purchased Nou Coffee products, a total of 10,122 consumers. Because the population size was 10,122 consumers, the sample size was reduced using the Slovin sampling technique with a 95% confidence level and a 5% margin of error, resulting in a total of 385 research samples. The sample characteristics in this study were consumers who made purchases at Nou Coffee during the 2025 period.

To obtain relevant data, research instruments included questionnaires administered to respondents, direct observation, and a literature review. Data collection through questionnaires was conducted by asking questions to parties related to the problem being studied (Rezeki & Gustina, 2021). Literature review is research conducted using documents as the primary data source, such as manuscripts, books, newspapers, magazines, and so on (Sugiarti et al., 2020). Documentation study is a method of searching for written data regarding the research topic, where this data can be used to test, interpret, predict, or draw conclusions (Pranama, 2020). A questionnaire is a collection of written questions that must be answered by a group of research respondents (Nagdalena, 2021). The Likert scale is a psychometric scale commonly used in questionnaires and is the most widely used scale in survey research (Yuliawati et al., 2019).

The data analysis techniques used for the pre-test included validity and reliability testing on 30 samples outside the research sample. Next, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. Data that

passed the classical assumption tests were then subjected to multiple linear regression, partial and simultaneous hypothesis testing, and coefficient of determination testing.

RESULT AND DISCUSSION

Normality Test

The residual normality test is used to determine whether the residual values resulting from a regression are normally distributed. Several normality test methods include observing the distribution of data along the diagonal sources in a histogram and a normal probability plot of regression, or using the one-sample Kolmogorov-Smirnov test. For a histogram, the normal curve forms a mountain or bell shape, indicating a normal distribution of data. For a normal probability plot of regression, if the data follows a normal diagonal line, it indicates a normal distribution (Situmorang, 2023). The results of the normality test using a histogram are shown below:
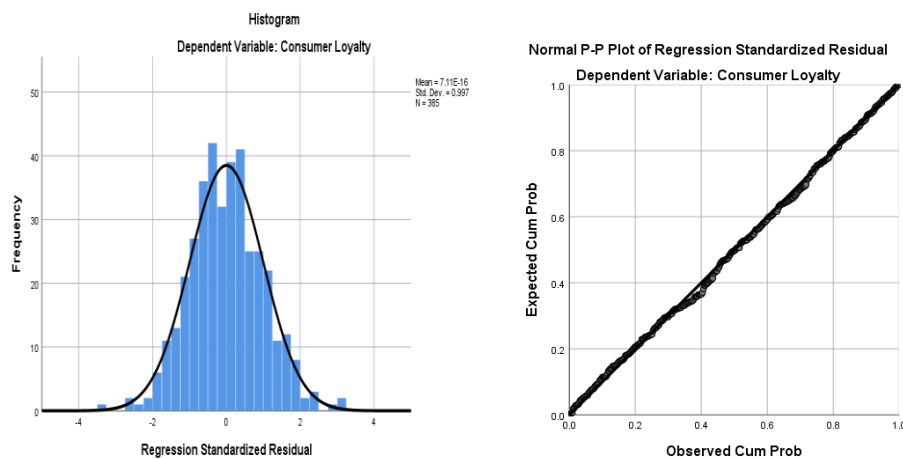

Figure 2. *Histogram and Normal Probability Plot Regression Graphic*
Sources: Research Data Processing Results, 2025

Based on the figure above, the line appears to form a bell shape, neither to the left nor to the right. This indicates that the data is normally distributed and meets the assumption of normality. The data (points) are also spread around the diagonal line and follow the diagonal line. Therefore, the figure concludes that the residuals of the regression model are normally distributed.

The results of the normality test using the one-sample Kolmogorov-Smirnov test are shown below:

Table 5. *One-Sample Kolmogorov Smirnov Test*

	Unstandardized Residual
N	385
Asymp. Sig. (2-tailed)	.200[c,d]
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Sources: Research Data Processing Results, 2025

Based on the table above, the results of the Kolmogorov-Smirnov normality test demonstrate a significance value greater than 0.05, namely 0.200. Therefore, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test is a test in regression analysis used to determine whether there is unequal variance of residuals or confounding errors in a regression model. In a good regression model, the assumption of homoscedasticity must be met, meaning the variance of the residuals should remain constant across all levels of the independent variable. If this variance is not constant, heteroscedasticity occurs, which can result in inefficient regression estimation results and invalid hypothesis testing (Sinaga, 2023). The results of the multicollinearity test can be seen in the table below:
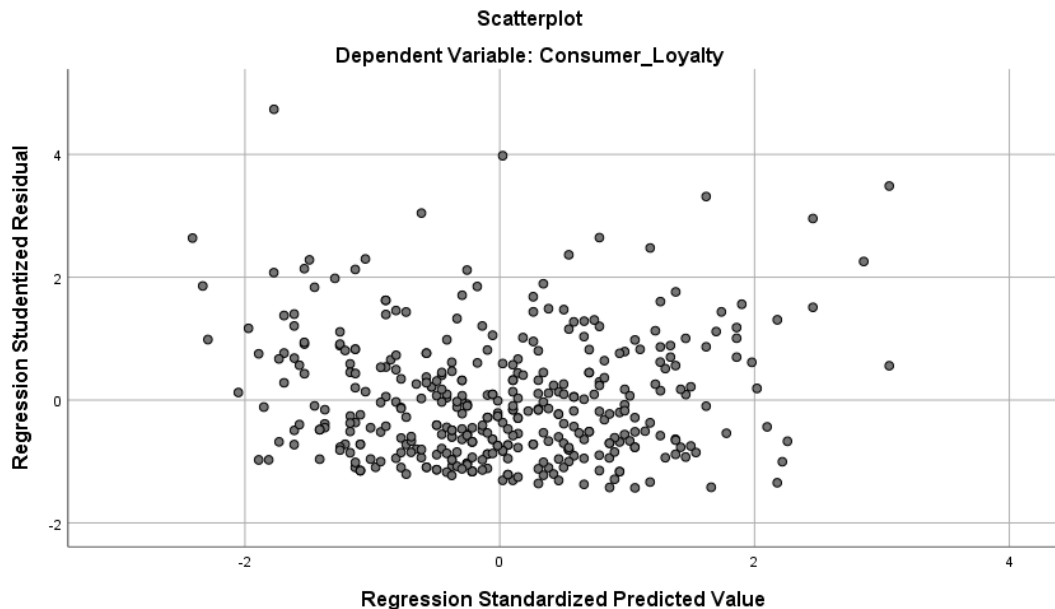

Figure 3. *Scatterplot Graph*

Sources: Research Data Processing Results, 2025

Based on the scatterplot graph presented, it can be seen that the points are randomly distributed and do not form a clear pattern, and are spread both above and below zero on the Y-axis. This means there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input from the independent variables.

Multicollinearity Test

The multicollinearity test is a method in regression analysis used to detect a strong linear relationship between two or more independent variables in a regression model. The results of the multicollinearity test are shown in the table below:

Table 6. *Multicollinearity Test*

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Customer Relationship Management	.772	1.295
	Product Quality	.772	1.295

a. Dependent Variable: Consumer Loyalty

Sources: Research Data Processing Results, 2025

The table above shows that all variables have a tolerance value greater than 0.1 and a VIF value less than 10, which indicates that no multicollinearity problems were found.

Multiple Linear Regression Analysis
Linear regression analysis deals with the study of the dependence of dependent variables on independent variables. The goal is to estimate and predict the population mean or mean value of the dependent variable based on known independent variables (Situmorang et al. 2020). The results of the multiple linear regression analysis are shown in the table below:

Table 7. *Multiple Linear Regression Analysis*

Model		Unstandardized Coefficients
		B
1	(Constant)	8.044
	Customer Relationship Management	.651
	Product Quality	.491

Sources: Research Data Processing Results, 2025

Consumer Loyalty = 8.044 + 0.651 Customer Relationship Management + 0.491 Product Quality + e

Based on the equation above, it can be explained as follows:
1. The constant (α) = 8.044 indicates a constant value. If the independent variable (X1) is Customer Relationship Management and the variable (X2) is Product Quality, both have a value of 0, then Consumer Loyalty is still 8.044.
2. The coefficient X1(b1) = 0.651 indicates that the Customer Relationship Management (X1) variable has a positive effect on Consumer Loyalty of 0.651. This means that for every 1 unit increase in the value of Customer Relationship Management (X1), the Consumer Loyalty value will increase by 0.651 units.
3. The coefficient X2(b2) = 0.491 indicates that the Product Quality (X2) variable has a positive effect on Consumer Loyalty of 0.491. This means that for every 1-unit increase in Product Quality (X2), Consumer Loyalty will increase by 0.491 units.

Partial Hypothesis Test (t-Test)
A partial test is used to test the significance of a regression coefficient. This partial test is used to determine the partial effect between the independent and dependent variables by examining the t-value at the 5% significance level. The t-test is used to determine whether there is a significant effect of the independent variable on the dependent variable (Rezeki, et al. 2021). The results of the partial hypothesis test are shown in the table below:

Table 8. *Partial Hypothesis Testing*

Model		t	Sig.
1	(Constant)	6.212	.000
	Customer Relationship Management	11.547	.000
	Product Quality	9.967	.000

Sources: Research Data Processing Results, 2025

Based on the table above, it can be seen that:
1. For the Customer Relationship Management variable (X1), the calculated t_{count} value (11.547) is greater than the calculated t_{table} value (1.966) with a significance level of 0.000 < 0.05. It can be concluded that there is a significant positive effect between Customer Relationship Management and Consumer Loyalty.
2. For the Product Quality variable (X2), the calculated t_{count} value (9.967) is greater than the calculated t_{table} value (1.966) with a significance level of 0.000 < 0.05. It can be concluded that there is a significant positive effect between Product

Quality and Consumer Loyalty.

Simultaneous Hypothesis Testing (F Test)
The simultaneous F test (Simultaneous Test) is used to determine whether the independent variables jointly influence the dependent variable. The F test essentially indicates whether all independent variables included in the model have a simultaneous effect on the dependent variable. The F test is used to examine the simultaneous influence of the independent variable dimensions on the dependent variable (Rezeki et al. 2021). Based on the test results, the calculated F value (221.675) is greater than the F Table value (3.02) with a significance level of 0.00 < 0.05. Therefore, it can be concluded that there is a significant influence between Customer Relationship Management and Product Quality on Consumer Loyalty.

Coefficient of Determination
The coefficient of determination is a measure used in regression analysis to indicate how much of the variation in the dependent variable (Y) can be explained by the independent variable (X). Its value ranges from 0 to 1 (or 0% to 100%). The closer to 1, the better the model's ability to explain the relationship between the variables (Sinaga et al., 2024). The results of the coefficient of determination test can be seen in the following table:

Table 9. *Coefficient of Determination Test*

Model	R Square
1	.537
a. Predictors: (Constant), Product Quality, Customer Relationship Management	
b. Dependent Variable: Consumer Loyalty	

Sources: Research Data Processing Results, 2025

Based on the table above, the adjusted R^2 value, correlated with the number of variables and sample size, thus reducing bias if additional variables or sample sizes are added, is 0.519. This means that the influence of Customer Relationship Management and Product Quality on Consumer Loyalty is 53.7%, with the remaining 46.3% influenced by other factors outside the research model.

DISCUSSION
For the Customer Relationship Management variable (X1), the calculated t_{count} value (11.547) is greater than the calculated t_{table} value (1.966) with a significance level of 0.000 < 0.05. It can be concluded that there is a significant positive effect between Customer Relationship Management and Consumer Loyalty. The result of the research is in line with research conducted by Sonjaya & Ruyani (2023) shows that product quality has a significant influence on consumer loyalty at Eiger Coffee.

For the Product Quality variable (X2), the calculated t_{count} value (9.967) is greater than the calculated t_{table} value (1.966) with a significance level of 0.000 < 0.05. It can be concluded that there is a significant positive effect between Product Quality and Consumer Loyalty. The result of the research is in line with research conducted by Ayang & Sugiat (2022), which showed that customer relationship management has a significant influence on consumer loyalty at Trzy Coffee Bogor

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CONCLUSION

The conclusion drawn from this study is that Customer Relationship Management (CRM) and Product Quality have a partial and simultaneous influence on consumer loyalty at Nou Coffee Shop. To increase consumer loyalty, utilizing CRM strategies and improving product quality are key factors. Nou Coffee Coffee Shop can utilize digital platforms such as social media, delivery apps, and websites to expand market reach, increase visibility, and attract new customers. CRM strategies through personalized services, loyalty programs, and interactive communication can help retain existing customers while attracting new ones. On the other hand, superior product quality, featuring innovative menu options, consistent flavors, and high-quality ingredients, will be a key draw for consumers. The combination of effective customer management and quality products will drive business growth and strengthen Nou Coffee's position in the competitive coffee shop industry. Based on the research results, it is recommended that Nou Coffee Shop focus on improving customer relationship management and maintaining consistent product quality to increase customer loyalty. The coffee shop should build closer relationships with customers through friendly service, personalized communication, and loyalty programs that reward frequent visits. At the same time, ensuring that every product is made with fresh ingredients, consistent taste, and attractive presentation will help strengthen customer trust. Combining these efforts will make customers feel valued and satisfied, encouraging them to keep returning and recommending Nou Coffee Shop to others. Regularly collecting customer feedback can also help the business improve its service and maintain long-term loyalty.

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