The Influence Of Customer Relationship Management And Location On Purchase Intention At Caffe Kokoday East Lombok

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Abstract

This study examines the influence of Customer Relationship Management (CRM) and location on purchase intention at Caffe Kokoday, East Lombok. Amidst the growth of Indonesia's food and beverage sector, the research tests whether CRM practices and strategic location significantly affect consumer purchase intention in the café industry. This descriptive quantitative study employed purposive sampling of 100 respondents who had visited Caffe Kokoday. Data were collected through structured questionnaires measuring CRM (acquire, enhance, retain), location (accessibility, visibility, traffic, parking, environment), and purchase intention (transactional, referential, preferential, exploratory interest). Multiple linear regression analysis was conducted using SPSS, preceded by classical assumption tests. The findings reveal that both CRM and location significantly influence purchase intention. The regression equation $Y = -1.715 + 0.675X_1 + 0.435X_2$ demonstrates that CRM (t = 4.761, Sig. 0.000 < 0.05) and location (t = 5.561, Sig. 0.000 < 0.05) have positive and significant effects. The coefficient of determination ($R^2 = 0.820$) indicates that 82% of purchase intention variance can be explained by these variables, while 18% is attributed to other factors. CRM scored highest on staff service responsiveness (mean = 4.41), while location scored highest on parking accessibility and environmental safety (mean = 4.35). The study confirms that effective CRM and strategic location are critical determinants of consumer purchase intention in cafés. Practitioners should prioritize relationship-building initiatives and accessible locations with adequate facilities. These findings support relationship marketing theory and retail location theory in the food service context. Future research should explore additional variables such as product quality and digital marketing to provide comprehensive understanding of purchase intention drivers.

INTRODUCTION

The café industry in Indonesia has experienced remarkable growth, transforming from a basic food service into a lifestyle phenomenon(Agusetyaningrum & Harry, 2021). According to (mordorintelligence, 2021), the global coffee market is projected to reach USD 495 billion by 2025 with an annual growth rate of 5.5%. Indonesia's culinary sector, including cafés, has grown by 15% annually since 2019, driven by urbanization and shifting consumption patterns among millennials and Gen Z who perceive cafés as social and entertainment spaces (Hulaemah et al., 2024). However, this rapid expansion has intensified market competition, particularly in emerging regions like East Lombok where café development remains relatively slow compared to other districts in Nusa Tenggara Barat (Pratiwi et al., 2025).

The core challenge facing café businesses lies in sustaining consumer purchase intention amid fierce competition and operational constraints. Caffe Kokoday, located in Pringgasela Village, exemplifies this dilemma. Despite offering attractive ambiance, scenic views, and affordable local cuisine, the café struggles with revenue fluctuations ranging from IDR 20.7 million to IDR 12.2

million over nine months attributed primarily to its non-strategic location in paddy fields with poor road access and inadequate customer relationship management practices. Recent studies have established the critical role of customer relationship management (CRM) and location in shaping consumer behavior in the food service industry. (Ansya et al., 2023)define CRM as a management approach focused on handling relationships between companies and customers to enhance value creation.

Effective CRM implementation, encompassing customer acquisition, value enhancement, and retention, has been shown to strengthen customer loyalty and facilitate repeat purchases. Similarly, strategic location selection remains fundamental to business success. (Adiwijaya, 2010)demonstrated that strategic locations significantly influence business performance by determining customer accessibility, transportation access, and business visibility. (Hariyanto & Wahyudi, 2023)further confirmed that location choice considering accessibility, traffic conditions, and population density serves as a key determinant of business success, particularly in urban areas. These findings underscore the theoretical importance of both CRM and location as predictors of purchase intention in the hospitality sector. Despite extensive research on CRM and location individually, empirical evidence regarding their combined influence on purchase intention in the café industry reveals inconsistent findings.

Previous studies show conflicting results: some research indicates significant positive effects of CRM on purchase intention (Daqar & Smoudy, 2019; Hakim et al., 2017; Hariyanto & Wahyudi, 2023; Kristanti et al., 2023; Surianto et al., 2020), while others find no significant relationship (Ahmmed et al., 2019; Dastane, 2020; Khoiriyah, 2021; Rifkin & Kirk, 2018; Rondonuwu, 2016; Wendiani, 2021). Similarly, location's impact demonstrates variability across different contexts and market segments. This inconsistency creates a research gap, particularly in understanding how these variables interact within cafés operating under suboptimal conditions such as poor accessibility combined with limited customer engagement strategies. Furthermore, most prior studies focus on established urban cafés with strong market positions, leaving underexplored the dynamics in emerging or rural café businesses facing operational challenges. The ambiguity in existing literature necessitates context-specific investigation to determine whether CRM and location maintain their predictive power in non-ideal business environments.

This study examines the influence of customer relationship management and location on purchase intention at Caffe Kokoday, East Lombok. The research addresses two primary questions:

H1 : Does CRM significantly affect purchase intention at Caffe Kokoday?

H2 : Does location significantly affect purchase intention at Caffe Kokoday?

The study's novelty lies in its specific focus on a café operating under challenging conditions non-strategic location combined with minimal CRM implementation providing insights into whether these variables remain relevant predictors when business fundamentals are weak. By employing multiple linear regression analysis with 100 respondents, this research contributes to relationship marketing theory and retail location theory while offering practical recommendations for café operators in similar contexts to optimize customer engagement and site selection strategies despite resource constraints.

METHODS

Types and Methods of Research

This study employed an associative quantitative research design to examine the causal relationships between customer relationship management, location, and purchase intention. The

quantitative approach provides a systematic and objective framework for collecting and analyzing numerical data to test hypotheses about the influence of independent variables on the dependent variable (Creswell & Creswell, 2017). This design is appropriate for addressing the research questions as it enables statistical verification of theoretical propositions regarding CRM and location effects on consumer behavior in the café industry context.

Population and Sample

The research population comprised visitors to Caffe Kokoday in Pringgasela Village, East Lombok District, whose exact size remained unknown. The sample was determined through nonprobability purposive sampling with specific criteria: (1) minimum age of 17 years, (2) active social media users who sought café information through Caffe Kokoday's platforms, and (3) prior visitation experience at the café. A total of 100 respondents were selected, exceeding the minimum requirement for multiple regression analysis and ensuring adequate statistical power (Althubaiti, 2023). This sampling technique ensures representativeness while minimizing incomplete data bias, consistent with targeted sampling principles in consumer.

Data Collection Instruments and Techniques

Primary data were collected through structured questionnaires distributed via Google Forms between January-March 2025. The questionnaire employed a five-point Likert scale (1=strongly disagree to 5=strongly agree) to measure three research variables. Customer relationship management was operationalized through six items covering customer acquisition, value enhancement, and retention dimensions. Location was assessed through ten items measuring accessibility, visibility, traffic density, parking facilities, and environmental conditions. Purchase intention was evaluated through eight items representing transactional, referential, preferential, and exploratory interest dimensions. Instrument validity was verified using Pearson product-moment correlation (r-calculated > r-table at 0.05 significance), while reliability was confirmed through Cronbach's alpha coefficient ($\alpha > 0.60$) to ensure internal consistency (Hussey et al., 2025)

Data Analysis Procedures

Data analysis proceeded systematically using SPSS software. First, classical assumption tests verified regression model validity: normality was examined using Kolmogorov-Smirnov and Shapiro-Wilk tests (significance > 0.05); multicollinearity was assessed through tolerance values (> 0.10) and variance inflation factors (< 10); heteroscedasticity was evaluated using the Glejser test (significance > 0.05). Second, multiple linear regression analysis tested the hypotheses using the model $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where Y represents purchase intention, X_1 denotes CRM, X_2 represents location, α is the constant, and β coefficients indicate variable effects. Third, hypothesis testing employed t-tests to examine partial effects at 0.05 significance level, while the coefficient of determination (R^2) assessed the proportion of variance explained by the model. This analytical procedure ensures reliable interpretation of causal relationships in accordance with quantitative research standards and analysis in one part.

DISCUSSION
Research result
Description of Research Variables
The data for this study were obtained from 100 respondents, all of whom were customers of *Caffe Kokoday* located in East Lombok. This research includes three main variables:

- Customer Relationship Management (X_1),
- Location (X_2), and
- Purchase Intention (Y).

The descriptive analysis for each variable is presented as follows.

Description of Customer Relationship Management (X_1)

Table 4.1.

Data on Customer Relationship Management (X_1) According to Respondents

No	Statement	SD	D	N	A	SA	Mean	Category
1	Employees show friendly and professional behavior when interacting with customers.	0	3	9	36	52	4.37	Very Strong
2	Employees serve customers quickly during peak hours.	0	2	9	48	41	4.28	Very Strong
3	The ordering and payment process is fast and efficient.	1	2	13	37	47	4.27	Very Strong
4	Employees receive customer orders properly.	0	4	3	41	52	4.41	Very Strong
5	The order history is not printed using a thermal printer.	0	1	13	38	48	4.33	Very Strong
6	The handwritten order records are accurate.	0	2	15	46	37	4.18	Strong
Average Total							**4.31**	**Very Strong**

Source: Primary Data Processed (2025)

Respondents rated the Customer Relationship Management (CRM) practices at *Caffe Kokoday* as very strong (mean = 4.31). The highest score (4.41) was recorded for the statement "employees properly receive customer orders," indicating that professional and responsive service is a major strength of the café.

Description of Location (X₂)

Table 4.2.
Data on Location (X₂) According to Respondents

No	Statement	SD	D	N	A	SA	Mean	Category
1	The café's location is easily accessible by private or public transport.	0	3	10	38	49	4.33	Excellent
2	The location is close to main routes frequently used by consumers.	0	1	8	47	44	4.34	Excellent
3	The café is visible from the main road or crowded areas.	0	4	13	47	36	4.15	Good
4	The signage is clear and recognizable from a distance.	1	0	14	35	50	4.33	Excellent
5	The café provides sufficient parking space.	0	2	13	42	43	4.26	Excellent
6	Parking areas are safe and easily accessible.	0	3	6	38	53	4.41	Excellent
7	The surrounding environment is clean and comfortable for visitors.	0	3	15	52	30	4.09	Good
8	The environment supports business security and order.	0	3	9	32	56	4.41	Excellent
9	The café is not too close to excessive competitors.	1	1	12	45	41	4.24	Excellent
10	The existence of competitors provides a positive challenge.	0	4	15	45	36	4.13	Good
Average Total							**4.27**	**Excellent**

Source: Primary Data Processed (2025)

The respondents perceived the café's location as excellent (mean = 4.27). The highest ratings were for "parking safety and accessibility" (4.41) and "secure environment" (4.41). This indicates that customers appreciate the café's safe and comfortable surroundings, even though it is not situated on a main road.

Description of Purchase Intention (Y)

Table 4.3.

Data on Purchase Intention (Y) According to Respondents

No	Statement	SD	D	N	A	SA	Mean	Category
1	I have a strong desire to purchase at Caffe Kokoday because the products meet my needs.	0	3	11	26	60	4.43	Very High
2	I plan to purchase soon because the price and quality are attractive.	0	2	13	50	35	4.18	High
3	I often recommend this café to friends or colleagues.	0	2	11	51	36	4.21	Very High
4	I share my shopping experience at this café with others.	1	3	6	39	51	4.36	Very High
5	The atmosphere here fits my personal preferences.	1	2	10	40	47	4.30	Very High
6	This café matches my daily taste preferences.	0	4	8	39	49	4.33	Very High
7	I actively search for reviews and testimonials about this café before buying.	1	3	11	52	33	4.13	High
8	This café is worth revisiting to try other menus.	0	4	8	38	50	4.34	Very High
Average Total							**4.30**	**Very High**

Source: Primary Data Processed (2025)

Overall, the purchase intention among respondents is very high (mean = 4.30). The highest statement, "I have a strong desire to purchase because the products meet my needs" (4.43), shows that customers are satisfied and feel aligned with the café's offerings.

Statistical Test Results

Table 4.5

Classical Assumption Tests

Test Type	Result	Criteria	Decision
Normality (Kolmogorov–Smirnov)	Sig. 0.010 > 0.05	Normal Distribution	Passed
Multicollinearity	Tolerance = 0.227 > 0.10; VIF = 4.398 < 10	No multicollinearity	Passed
Heteroscedasticity (Glejser)	Sig. 0.340; 0.766 > 0.05	No heteroscedasticity	Passed

Source: Primary Data Processed (2025)

The regression model satisfies all classical assumptions and is therefore appropriate for further analysis.

Multiple Linear Regression Analysis

Table 4.4

Regression Coefficients

Variable	Unstandardized B	Std. Error	Beta	t-value	Sig.	Decision
Constant	-1.715	1.761	-	-0.974	0.333	Not Significant
CRM (X_1)	0.675	0.142	0.431	4.761	0.000	Significant (+)
Location (X_2)	0.435	0.078	0.503	5.561	0.000	Significant (+)

Source: Primary Data Processed (2025)

Regression Equation:

$Y = -1.715 + 0.675X_1 + 0.435X_2 + e$

Interpretation:

- Every 1-unit increase in CRM leads to a 0.675-unit increase in Purchase Intention.
- Every 1-unit improvement in Location results in a 0.435-unit increase in Purchase Intention.

Coefficient of Determination (R²)

Table 4.5

Model Summary

Model	R	R²	Std. Error	Adjusted R²
1	0.905	0.820	1.972	0.816

Source: Primary Data Processed (2025)

Approximately 82% of the variation in Purchase Intention can be explained by CRM and Location, while the remaining 18% is influenced by other variables such as price, product quality, and atmosphere.

DISSCUSION

The present study examines the influence of customer relationship management and location on purchase intention at Caffe Kokoday, East Lombok. Consumer behavioral responses were measured using multiple linear regression analysis, comparing the effects of both independent variables on purchase intention. The empirical findings are as follows:

Discussion of Customer Relationship Management on Purchase

Intention Multiple regression analysis reveals that the t-calculated value of 4.761 exceeds the t-table value of 1.984, with a significance level of 0.000 < 0.05. Descriptive statistics show that the average CRM score reached 4.31 (high category), with "staff receive customer orders well" achieving the highest rating (mean = 4.41). The results demonstrate that CRM exerts a significant positive effect on purchase intention at Caffe Kokoday, indicating that effective relationship management practices enhance consumer purchase willingness.

The findings suggest that CRM implementation functions as a value-creating mechanism that strengthens customer bonds and influences purchase decisions in the café industry context. Relationship marketing theory provides a framework for interpreting the significant CRM effect, validating that customer-firm interactions shape behavioral intentions (Kotler et al., 2016). Service quality dimensions such as responsive order processing, staff friendliness, and systematic

engagement build positive perceptions through word-of-mouth and social media exposure prior to purchase decisions.

The accumulated positive experiences gradually influence customers' minds, enabling CRM practices to significantly affect purchase intention during café visitation. The service-intensive nature of the café industry further influences consumer response patterns. CRM practices function as immediate value-delivery measures whose impacts directly manifest in customer satisfaction and repurchase intentions. Customers evaluate service responsiveness, staff courtesy, and transaction efficiency as indicators of café quality and care, reducing perceived risk while enhancing purchase confidence. Consequently, consumers respond positively to superior CRM implementation within the café context.

The three-stage CRM framework of Kalakota and Robinson (1999) offers additional explanatory power, categorizing customer relationship building into acquisition, enhancement, and retention phases. CRM practices at Caffe Kokoday encompassing first impression creation, service personalization, and relationship maintenance provide clear positive signals of the café's commitment to customer satisfaction rather than ambiguous or neutral indicators. The coefficient magnitude (0.675) demonstrates substantial influence, encouraging customers to increase visit frequency and purchase volume rather than adopt wait-and-see attitudes regarding service quality. Behavioral perspectives reveal that the strong CRM response reflects customers' tendency to value interpersonal service quality, particularly in emerging café markets like East Lombok.

Individual customers prioritize fundamental service elements such as staff responsiveness, order accuracy, and friendly interactions over sophisticated technological platforms. Such preferences contribute to the significant positive effect of CRM on purchase intention during the observation period. Empirical consistency emerges when comparing these results with previous research. (Ansya et al., 2023) demonstrated that CRM significantly influences customer value and purchase behavior, while (Hussey et al., 2025)confirmed that relationship quality drives purchase intention in hospitality contexts. The consistent patterns across various café settings indicate that relationship management practices reliably elicit positive consumer responses, especially when delivering tangible service improvements with direct experiential impact. The acceptance of the first hypothesis (H1) therefore strengthens the argument that CRM implementation serves as a strategic value-creation mechanism rather than merely operational practice with limited behavioral consequences.

Discussion of Location on Purchase

Intention multiple regression analysis demonstrates that the t-calculated value of 5.561 surpasses the t-table value of 1.984, with a significance level of 0.000 < 0.05. Descriptive statistics indicate that the average location score reached 4.27 (very good category), with "parking safety and accessibility" and "environmental security" jointly achieving the highest ratings (mean = 4.35). The analysis confirms that location exerts a significant positive effect on purchase intention at Caffe Kokoday.

Despite accessibility challenges, location attributes possess sufficient information content to trigger consumer purchase responses through unique experiential value propositions. Customers responded favorably to location characteristics when evaluating purchase decisions, though responses reflect experiential rather than convenience-based considerations. Retail location theory receives validation while simultaneously revealing contextual contingencies. High ratings for parking facilities and environmental conditions demonstrate that customers prioritize safety

and ambiance over accessibility when value propositions emphasize experiential consumption (Tjiptono, 2020).

Respondent demographics 42% aged 21-23 years and 30% students reveal a target market comprising young consumers seeking Instagram-worthy venues and scenic workspaces. For such segments, the café's paddy field setting and natural views constitute location assets rather than liabilities, transforming remoteness into exclusivity. The "hidden gem" phenomenon in contemporary café culture explains the counterintuitive findings. Customers actively seek venues offering distinctive atmospheres and photogenic aesthetics, willingly accepting reduced accessibility in exchange for enhanced experiential value. The balanced perception that location provides both challenges (difficult access) and advantages (scenic ambiance) generates significant positive effects on purchase intention, indicating that experiential location attributes outweigh convenience considerations for the target demographic.

Market responses to Caffe Kokoday's location emphasize atmosphere and visual appeal over proximity to commercial centers. Customer value theory provides explanatory mechanisms for significant location effects despite accessibility constraints. Location attributes deliver both functional utilities (parking, safety) and experiential utilities (scenery, tranquility), with the latter dominating purchase decisions for experiential consumption contexts. Customers perceive location not merely as a convenience factor but as an integral component of the café experience itself. Such perceptions increase purchase intention even when accessibility remains suboptimal, as customers view the journey as part of the overall experience package. The findings partially diverge from conventional location studies emphasizing accessibility primacy. (Adiwijaya, 2010) and (Hariyanto & Wahyudi, 2023) demonstrated that strategic urban locations near transportation hubs drive business success.

However, the present research reveals that location effectiveness depends critically on positioning strategy and market segmentation. When targeting experience-seeking youth, remote scenic locations can generate comparable or superior purchase intentions relative to convenient urban sites, provided that basic facilities (parking, safety) meet minimum standards. The coefficient magnitude (0.435), though smaller than CRM's, remains economically meaningful. Market segmentation perspectives illuminate the significant location effect through generational shifts in consumption patterns. Millennial and Gen Z consumers prioritize experiential authenticity and social media shareability over mere convenience. Markets dominated by these demographics exhibit strong responses to unique location attributes that enable distinctive experiences and content creation opportunities. Such patterns emerge particularly in emerging tourism regions like East Lombok, where customers view café visits as destination activities rather than routine convenience purchases.

Contemporary café research recognizing experiential location value aligns with the present results. Studies demonstrate that cafés offering distinctive settings attract customers despite accessibility trade-offs, provided the experiential premium justifies the inconvenience. The consistent patterns indicate that location attributes trigger varied consumer responses depending on value propositions: convenience-focused cafés require accessibility, while experience-focused cafés require distinctiveness. The acceptance of the second hypothesis (H2) therefore strengthens the argument that location influences purchase intention through multiple mechanismsconvenience, ambiance, and experiential value with relative importance varying by positioning strategy and target segment.

CONCLUSION

This study examined the effect of Customer Relationship Management (CRM) and Location on Purchase Intention among 100 customers of *Caffe Kokoday* in East Lombok. The regression results show that both CRM (*Sig.* = 0.000; β = 0.675) and Location (*Sig.* = 0.000; β = 0.435) have a positive and significant influence on Purchase Intention, with a coefficient of determination (R^2) of 0.820, indicating that 82% of purchase intention variation is explained by the two variables. These findings demonstrate that effective relationship management and a supportive physical environment jointly enhance consumer willingness to buy. Descriptive data also confirmed that CRM (mean = 4.31) and Location (mean = 4.27) were rated very positively by respondents. Theoretically, this study strengthens the service marketing view that relational quality has a stronger behavioral impact than spatial factors, especially in small-scale hospitality businesses. It also extends prior literature by showing that customer engagement and emotional connection can compensate for limited physical visibility in semi-rural business contexts. However, the research is limited by its single-case design, cross-sectional approach, and self-reported data, which may reduce external validity and objectivity.

Practically, the findings suggest that café managers should enhance CRM through consistent communication, employee hospitality training, and simple digital support systems to maintain customer trust. Strengthening accessibility and visual branding of the café's "hidden gem" location can further increase visitor appeal. For tourism and SME stakeholders, integrating relationship marketing with place-based branding can create sustainable competitive advantage. Future research is advised to include additional variables such as product quality, price perception, and customer satisfaction to capture the remaining variance, and to apply broader samples with Structural Equation Modeling (SEM) or longitudinal approaches to test causal and mediating effects. Overall, this study contributes to understanding how relational excellence and locational quality synergistically drive purchase intention, advancing both theoretical and managerial insight in the café industry.

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