PROCEEDING

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ICONHOSTS 2023

ICONHOSTS

INTERNATIONAL CONFERENCE ON HOSPITALITY AND TOURISM STUDIES (ICONHOSTS)

TOURISM DIPLOMA PROGRAM
UNIVERSITY OF MERDEKA MALANG
EAST JAVA-INDONESIA

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FOREWORD

Assalamualaikum wr.wb.

International Conference on Hospitality and Tourism Studies ICONHOST 3 held by Diploma of Tourism Universitas Merdeka Malang. It is an absolute privilege to stand before you today as we embark on this exciting journey of knowledge sharing, collaboration, and innovation.

ICONHOST 3 brings together brilliant minds from Indonesia, Thailand, and the Philippines, all driven by a common goal – to explore, discuss, and advance the frontiers of hospitality, sustainable tourism, and innovation. In a rapidly changing global landscape, where the way we travel, explore, and provide hospitality services is evolving at an unprecedented pace, our collective efforts become more crucial than ever. From sustainable practices that protect our planet to cutting-edge technologies that enhance guest experiences, this conference promises to be a catalyst for transformation.

ICONHOST 3 isn't just about information exchange; it's about forging connections and fostering collaboration. We encourage you to engage in lively discussions, network with your peers, and take advantage of the platform to share your own insights and experiences.

I would like to express my heartfelt gratitude to organizing committee, speakers, and participants for making this event possible. Together, we will chart the course towards a more sustainable, innovative, and inclusive future for the hospitality and tourism industry.

So, without further ado, let's embark on this incredible journey together at ICONHOST 3. I wish you all an enriching and inspiring experience.

Thank you, and let the conference begin!

Wassalamualaikum wr wb.

PREFACE

Tourism today is an organized activity, which serves a variety of travelers entertainment needs,but at the same time brings financial resources to the places that receive visitors. Therefore, the process of tourism development is largely related to what a place has to offer in terms of natural and cultural resources and services, and is a positive economic process which brings financial resources to the place that develops it. Given the definitions above, it is understandable that many people struggle to see much of a distinction between the tourism industry .

Indeed, there is clearly a significant overlap between the two, and many of the businesses and services that cater to tourists also cater to travelers more generally. Nevertheless, there are some notable differences. Essentially, the tourism industry is concerned with people traveling for business or pleasure purposes, staying at their destination for at least one night, and returning. By contrast, tour and activities industry has a wider scope, covering more travel purposes and durations.

Keynote Speaker

Social Value Tourism Through Sustainable Tourism

Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE

Social values are defined as standards, which individuals and social groups employ to define personal goals and essentially shape the nature and form of social order in a collective i.e., what is acceptable and not acceptable, what ought or not to be, what is desirable or nondesirable. Social Value refer to socially collective beliefs and systems of beliefs that operate as guiding principles in life. Social Value is not just about creating projects that have a big impact but also looking at what we can do individually day to day; for example how we treat the people we come in contact with, how we look after all living things (animals, insects and trees/plants) and what we can do to lower carbon emissions which contribute to climate change etc.

Keynote Speaker

Tourism Trends 2023 "Sustainable Tourism"

Assistant Prof. Dr. Noppadol Dharawanij

Sustainable tourism has become an essential part of our industry, and tour operators are at the forefront of this movement. In a recent expedia survey, 90% of consumers said they look for sustainable options when vacationing. This means there is significant demand for sustainable travel providers. Furthermore, euro-monitor international reports that "73.8% of travel executives see increased interest in sustainability from their customers in 2022." As an added bonus, people who want to travel sustainably are also inclined to visit off-the-beaten-path destinations for a more authentic and sustainable experience, which can be an incredible opportunity for companies operating inemerging destinations. All around the world, mass tourism has been linked to environmental degradation, the depletion of natural resources and an increase in pollution. Many destinations have chosen to implement various kinds of taxes to help offset the negative impacts of over-tourism, while travel companies and hotels have looked at ways to reduce emissions associated with overnight stays and food consumption.

Keynote Speaker

Sustainable Tourism in Malang, Indonesia: Challenges and Opportunities

Dr. Andini Risfandini, S.E., M.Sc

Sustainable tourism implementation in Indonesia is a topic of great importance due to the country's rich natural and cultural resources. The government of Indonesia has recognized the potential of tourism as a major economic sector and has made efforts to promote sustainable tourism development (Anele, 2021). Sustainable tourism aims to balance the environmental, social, and economic aspects of tourism to ensure long-term benefits for local communities and the preservation of natural resources (Uchiyama et al., 2022). Sustainable tourism definition can be sum up as a tourism that has a responsibility to maintain and to preserve the natural environment and at the same time to gain economic advantage for local community and its various stakeholders (Risfandini & Sunardi, 2017).

Keynote Speaker

**Update on Sustainable Tourism Development in
the Food Service Sector in the Philippines**

Assoc. Prof. Rodolfo E. Cabardo

Update on sustainable tourism development in the food service sector in the philippines needs to be considered is the importance of sustaiable tourism in the food service sector, paying attention to key initiatives and recommendations for further development in the food service sector can be seen from key reasons, crucial sustanable food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

Therefore, collaboration between all food service and enviromental stakeholders is needed, education and training related to sustainable tourism and incentives for those who prioritize sustainability in every food service activity.

EFFECT OF MENU VARIATIONS, PRICES AND THE ATMOSPHERE OF THE PLACE ON CUSTOMER LOYALTY AT BATAVIA RESTO MALANG

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ABSTRACT

The purpose of this study is to determine and analyze the effect of menu variations on customer loyalty, price on customer loyalty, place atmosphere on customer loyalty and menu variations, prices and place atmosphere on customer loyalty. The type of research used is explanatory research, with the population used in this study consumers who have visited Batavia Resto with a sample size of 100 respondents and data analysis techniques using multiple linear regression analysis. The results of the analysis show that there is a positive and significant influence. Menu variations on customer loyalty, prices have a positive and significant effect on customer loyalty, the atmosphere of the place has a positive and significant effect on customer loyalty and there is a positive and significant influence on menu variations, prices and atmosphere of the place on customer loyalty.

Keywords: Menu variations, prices, atmosphere of the place, Customer loyalty

Introduction

Business development in the food and beverage sector is currently increasing rapidly. This can be seen from the increasing number of restaurants and cafes with varying price ranges. One of the potential causes of business in this field is people's habits which tend to like things that are quick and easy, so people prefer to buy or consume food outside the home. Even though almost 3 years have passed since the Covid-19 pandemic entered Indonesia, competition in the food and beverage sector is actually increasing rapidly. This means that entrepreneurs in this field not only have to compete to attract consumer interest, but also compete to retain the consumers they already have. Therefore, the increase in food and beverage business places means consumers have more choices to visit.

Table 1 Number of Restaurants by District in Malang City, 2018-2023

District in	Number of Restaurants by District in Malang City (Unit)		
Malang city	2020	2021	2023
Kedungkandang	157	155	97
Breadfruit	189	165	134
Klojen	902	819	686
Blimbing	199	167	130
Lowokwaru	568	401	397
Malang city	2,015	1,707	1,444

Source: Central Statistics Agency data (2023)

Based on data on the number of restaurants in Malang City in 2020-2023, the number of restaurants in Malang City shows a decline due to the Covid-19 pandemic. This condition also occurs because of the cultural shift that has occurred in society, where food and drink consumption is usually aimed at fulfilling needs and satisfaction only. However, nowadays, consumers not only choose destinations to eat, but also as places to gather, relax and socialize with friends, family, co-workers, or even to study and work. So restaurants that have competitive capabilities and have characteristics that differentiate them from other restaurants will be able to survive with the business they run. This fact makes menu variations,

Batavia Resto is one of the restaurants in Malang City, namely on Jl. Jakarta No.51, Sumbersari, Lowokwaru District, Malang City, East Java 65145. This restaurant has outdoor and indoor areas which are usually used by millennials to relax and enjoy the menu offered by the cafe. In the outdoor area, visitors can relax like on the terrace of a house surrounded by plants and small rocks. Meanwhile, in accordance with the theme, the indoor part of Batavia Resto has the impression of a house combined with several contemporary decorations which can be used as photo spots. Apart from the unique concept of the place, Batavia Resto also offers a variety of menus ranging from drinks, snacks, to heavy meals so that visitors will not feel bored.

There is a variety of food and drink menus provided by a place can allow consumers to adjust to their individual tastes (Nurrahman and Utama, 2016). Apart from a varied menu, the prices set must also be considered because the prices given will also be considered by consumers whether they are in accordance with the type and variety of menu they get or not. Menu offered by Batavia Resto which includes various seafood and Chinese food dishes such as grilled lobster, honey grilled shrimp, grilled/fried squid, grilled/fried fish, tom yum kun, sweet and sour crab and other seafood dishes. Apart from a variety of seafood and Chinese food menus, Batavia Resto also offers a variety of typical Indonesian dishes. The prices offered can be said to be still affordable, with large portions of food, the price range is IDR 30,000 - IDR 200,000.

Determining the concept, menu and price must be considered by adjusting it to the benefits and menu variations due to it consumers are satisfied with the product, price, and place visited, it is possible They will likely return to that place or even recommend it to other people. Therefore, culinary businesses not only have to compete to get new customers but also compete to retain their regular customers. Level of satisfaction consumers are very important, because consumers usually choose goods, services or places that are considered to have their own advantages. The formulation of the problem in this research is: 1) How does menu variation influence customer loyalty? 2) How does price influence customer loyalty? 3) How does the atmosphere of the place influence customer

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loyalty? and 4) How do menu variations, prices and atmosphere of the place influence customer loyalty?

Research Objectives

The objectives of this research are: 1) To find out and analyze the effect of menu variations on customer loyalty. 2) To find out and analyze the effect of price on customer loyalty. 3) To find out and analyze the influence of the atmosphere of the place on customer loyalty and 4) To find out and analyze the influence of menu variations, prices and atmosphere of the place on customer loyalty.

Literature Review

Firmansyah (2018) explains consumer behavior as part of human activities which always changes according to the environmental and social influences where he is located. However, the consumer behavior that is expected to continue to exist for companies is loyalty. Loyalty means customers continue to make purchases regularly. Customer loyalty can generally be interpreted as a person's loyalty to a product, whether certain goods or services. Loyalty means the level of a person's loyalty and obedience, whether it is to the organization or its leaders, whether it is to the state or government, whether it is to God or the teachings of one's religion. Loyalty has two dimensions. Inwardly he has full confidence in the sanctity and truth of the mission or goals of the organization, state or religious teachings and seriously carry out their duties and functions. When he comes out, he always protects and defends what he believes in and follows so that he doesn't suffer any defects or blemishes. There are times when there is a dilemma between being loyal to an organization and being loyal to its leader between the state and its government, especially if it is indicated that the leader has deviated from the mission of the organization or is more concerned with the interests of themselves or a hidden group. Furthermore, Mashuri (2020) explained that customer loyalty is a commitment to a brand, restaurant or supplier based on a positive attitude which is reflected in the consistency of repeat purchases. Customer (customer) itself has a different meaning from consumer (consumer). A person is called a customer if they make repeated purchases of products or services offered within a certain period of time. If the person makes repeated purchases within a certain period of time, this means that the person is only referred to as a consumer and not a customer.

Loyalty is a manifestation of emotional and behavioral tendencies as a result of evaluating an object. This is related to the affective aspect in the form of feelings of like or dislike, which are obtained through information from other people or direct consumer experience. Consumer loyalty can also encourage them to voluntarily recommend products or services they have enjoyed to their

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family or colleagues. Tahuman (2016) explains three indicators of customer loyalty, which are a form of strong relationship between companies and consumers, namely intention to make repeat purchases, recommendations to other parties and customer commitment. These three things are the basis for companies to survive in the face of competition.

Menu Variations

According to Rotua (2015), the menu comes from the French "le menu" which means a list of foods served to guests in the dining room.. A menu can also be interpreted as an arrangement of food or dishes prepared for one meal or on the same day on which the menu is made. The menu is a guide for those who prepare food or dishes, as well as for those who enjoy these dishes (Manuntun, et al., 2015). Meanwhile, according toAli, et al. (2013), menu diversity refers to a variety of products which includes the completeness of the menu in relation to taste, quality, size and availability of products in a place.

According to Erlinda (2016), menu variation is the arrangement of food ingredients according to the type contained in the dish at each serving. Menu variations can be viewed from the following variations: 1) food ingredients; 2) the composition of the dish, which includes the color, texture and taste of the food; and 3) food processing, which consists of basic techniques for wet heat food processing, dry heat cooking and processing with and without oil. Nurrahman and Utama (2016) explained that product variety is an important factor when consumers make purchasing decisions. Menu variations are commonly used by business owners to gain customer loyalty, because the large variety of menus will make customers satisfied and reluctant to move to another culinary place because the types of food they want are available in the same place. FurthermoreKotler, et al. (2012) mmention product variety or product variations, as one of the basic elements of a product that needs to go hand in hand with product quality (quality), design (design), features (features), brand name (brand image), packaging (packaging) and service (service), to meet the needs and desires of individuals and organizations through the creation and exchange of value.

Price

According to Kotler and Armstrong (2014) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. Meanwhile Firmansyah (2018) explains that price is one of the marketing elements that generates income and on the other hand also generates costs. Price plays a role in positioning the value of a product in its target market and plays an important role in determining consumer purchasing decisions. Dwiastanti (2023) explains that price can be the main factor influencing buyers' choices. So before setting a price, the company needs to examine various price references for a product that is considered quite high in sales.

Price is a sensitive matter for consumers when purchasing a product or service. There are consumers who have the perception that the price of a good or service tends to be expensive, meaning the quality offered tends to be higher. However, perception can also direct consumers to choose products or services at cheaper prices, because the economic principle of choosing the most profitable one is in accordance with tolerance for the variety of menus and services desired. Psychologically, consumers tend to have a limit on price, where a price lower than this limit is considered poor quality and unacceptable, whereas if the price is higher than this limit, it indicates that it is not worth the money/cost spent (Dwiastanti, 2023). Pricing objectives can support a primary demand-oriented marketing strategy if the company believes that a cheaper price can increase the number of users, level of use or repeat purchases in a particular product form or category. This is especially true in the early stages of the product life cycle, where one of the main goals is to attract new customers. Cheaper prices can reduce the risk of trying new products or can also increase the value of a product relative to other existing products This is especially true in the early stages of the product life cycle, where one of the main goals is to attract new customers. Cheaper prices can reduce the risk of trying new products or can also increase the value of a product relative to other existing products This is especially true in the early stages of the product life cycle, where one of the main goals is to attract new customers. Cheaper prices can reduce the risk of trying new products or can also increase the value of a product relative to other existing products(Tjiptono, 2018).

From a marketing perspective, the benefits of any pricing program will depend on the impact decisions about prices have on primary and secondary demand (needs). What this means is that it is necessary to understand the productivity of price changes in the form of sales changes. But unlike other productivity relationships, price has a dual impact on sales. Not only do sales in units change as prices change, but also revenue per unit changes(Guiltinan & Paul, 1990)

Atmosphere of the Place (Store Atmosphere)

According to Kotler in Masrul and Karneli (2017), a restaurant atmosphere (store atmosphere) is an atmosphere designed to suit its target market. The atmosphere of a place becomes a form of physical environment that is capable of creating effectsemotional and attract consumers. This can create customer loyalty or loyalty to that place. Cox R and Brittain P in Putri, et al. (2014) also explained that atmosphere is an important component of a restaurant or café. Meanwhile, Ha and Jang (2012) explained that the environment is crucial in the context of services because it can be a benchmark in assessing the quality of products or services. Based on the opinions of the experts above, it can be concluded that the atmosphere of a place can influence consumer satisfaction.*Store atmosphere*has elements that all influence the atmosphere of the restaurant you want to create.

According to Barry and Evans (2004), "Atmosphere can be divided into several elements: exterior, general interior, store layout, and displays." Store atmosphere elements include: the outside of the restaurant, the inside of the restaurant, room layout, and displays (interior point of interest displays), which will be explained further below: 1) *Store Exterior(front of the restaurant).* Exterior characteristics have a strong influence on the image of the restaurant, so they must be planned as well as possible. 2) *General Interior*. The most important thing that can make sales after buyers are in the restaurant is the display. The interior design of a restaurant must be designed to maximize visual merchandising. 3)*Store Layout* (restaurant layout), Restaurant managers must have a plan in determining the location and facilities of the restaurant. 4) Interior Point of Interest Display (attractive decoration in the restaurant). Interior point of interest displays have two purposes, namely providing information to consumers and adding to the store atmosphere, this can increase sales and restaurant profits.

Methodology

This research is a quantitative approach used to research a certain population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Babin and Zikmund, 2016). The quantitative approach emphasizes testing theory through measuring research variables using numerical measurements and statistical and/or computational analysis. The type of research used is explanatory research which explains the causal relationship between two or more variables studied. This explanatory research uses a survey method, with a questionnaire as a data collection instrument(Kuncoro, 2013).The data source in this research is primary data. Primary data is data obtained directly from the research object itself, namely the respondents (Sugiyono, 2017).This respondent data aims to determine responses regarding consumer loyalty at Batavia Resto as measured by menu variations, prices and atmosphere of the place. Data was obtained directly by distributing questionnaires to Batavia Resto customers.

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Riduwan and Kuncoro, 2014). Population thatused in this researchare consumers who have visited Batavia Resto so they can provide an objective assessment based on consumer experience. According toRiduwan and Kuncoro (2014), sampelis a representative of the population whose characteristics will be used to represent the population, so sampling must use a certain method based on a number of considerations.This research uses non-probability sampling, namely a sampling technique that does not give each member of the population the same chance or opportunity to be selected as a sample.

Meanwhile, the type of sampling used is*accidental sampling,*namely the technique of determining the sample based on which visitors happened to meet the researcher during the period when this research was carried out (Sugiyono, 2017). To determine the number of samples needed in this research, the Slovin formula was used.Based on the Slovin formula with an error rate of 10%, a sample size of 100 respondents was obtained. So in the research, data was taken from a sample of 100 people.Data analysis techniques use aMultiple linear regression analysis is an analysis carried out after validity testing, reliability testing, and classical assumption testing (Ghozali, 2013). The regression equation model in this research is as follows:

$$Y = α + β1X1 + β2X2 + β3 + e$$

Information:
Y   = Customer loyalty
β1, β2, β3 = Regression coefficients
X1   = Menu variations
X2   = Price
X3   = Atmosphere of the Place
e   = Error term (error rate in research)

Results and Discussion

1. Multiple Linear Regression Equations

Statistical results regarding the influence of menu variations, prices andatmosphere of the placeon loyalty, with research results that have been computer processed through the SPSS program with partial and simultaneous multiple linear regression analysis, which can be completely presented in Table 2.

Table 2. Recapitulation of Multiple Regression Analysis Results

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,148	1,027		7,931	,000
	Menu variations	,236	,056	,324	4,174	,000
	Price	,039	.018	,145	2,168	.033
	The atmosphere of the place	,201	.028	,514	7,293	,000

a. Dependent Variable: Purchase Decision
Source: Primary data processed, 2023

Multiple linear regression calculations to predict the size of the dependent variable relative to the independent variable. The regression equation used is as follows:

Y = 8.148+ 0.236X1 + 0.039X2 + 0.201X3

Based on Table 2, each independent variable partially influences loyalty (Y). From the multiple linear regression line equation, it can be interpreted that: a = 8.148 is a constant value, namely an estimate of loyalty. If the independent variables, namely menu variations, prices and atmosphere of the place have a value equal to zero then loyalty is 8.148. So the constant value shows the magnitude of other variables that influence loyalty and is not included in the equation model. $b_1 = 0.236$ is the slope or directional coefficient of the menu variation variable (X1) which influences loyalty (Y), meaning that the menu variation variable has a positive effect on loyalty, if the other variables are considered constant. $b_2 = 0.039$ is the slope or coefficient of the direction of the price variable (X2) which influences loyalty (Y), This means that the price variable has a positive effect on loyalty, if other variables are considered constant. $b_3 = 0.201$ is the slope or coefficient of the direction of the place atmosphere variable (X3) which influences loyalty (Y), meaning that the place atmosphere variable has a positive effect on loyalty, if the other variables are considered constant.

Determination Coefficient Value (R2)

From the results of the multiple linear regression analysis calculations that have been carried out, it shows that the model's ability to explain the influence of the independent variable on the dependent variable is large, this can be seen in the Adj value. R. Square (R2) is 0.704. The results of the coefficient of determination (R2) in this study can be presented in Table 3.

Table 3 Value of Determination Coefficient (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	,713	,704	2,100
a. Predictors: (Constant), Atmosphere of place, Price, Menu variations				

Source: Primary data processed, 2023

This means that the regression model used is able to explain the influence of menu variation, price and atmosphere of the place on loyalty by 70.4%, while the remaining 29.6% is explained by other variables not included in this research. Based on the results of multiple linear regression analysis of each variable of menu variation, price and atmosphere of the place, the results show that there is a multiple correlation (R) of 0.844. This figure shows that there is a strong relationship between the independent variable and the dependent variable.

Hypothesis testing results
F Test Results

To find out whether the independent variables simultaneously (together) have an influence on the dependent variable or have no influence, the F test (F-test) is used, by comparing Fcount and FTable at a real level of 5% ($\alpha = 0.05$) or comparison of significant F values. If Fcount > FTable or Sig.F value < 0.05 means Ho is rejected, otherwise Fcount < FTable or Sig.F value > 0.05 means Ho is accepted. Based on the analysis results, the F test results can be presented in Table 4.

Table 4. F Test Results

Alternative Hypothesis (Ha)	FTable	Information
There is a significant influence simultaneously on the variables of menu variation, price and atmosphere of the place on loyalty (Y)	Fcount = 79.421 FTable = 2.699 Sig. F = 0.000	Ha accepted/ Ho rejected

Source: Primary data processed, 2023

From the results of multiple regression analysis using Df1 = 3 and Df2 = 96 at an alpha of 5%, the F table is 2.699, while the calculated F is 79.421, so from the calculation above it can be seen that Fcount > Ftable, so that Ho is rejected and Ha is accepted, with Thus it can be said that simultaneously the variables of menu variation, price and atmosphere of the place influence loyalty (Y).

t Test Results

To determine the influence of each independent variable, namely menu variation, price and atmosphere, which partially influence loyalty, the t-test is used, namely by comparing the calculated t value with ttable, while the ttable value in alpha is equal to 5%, a figure of 1.980 can be obtained at a real level of 5% (α =0.05) or comparison of significant t values. Below are presented the results of the comparison between the calculated t and t values.

Table 5 Comparison between tcount values and ttable

Variable	Mark	Status
The menu variation variable has a significant effect on loyalty	t count = 4.174 Sig. t = 0.000 t Table = 1.980	Significant
The price variable has a significant effect on loyalty	t count = 2.168 Sig. t = 0.033 t Table = 1.980	Significant
The atmosphere variable of the place has a significant effect on loyalty	t count = 7.293 Sig. t = 0.000 t Table = 1.980	Significant

Source: Primary data processed, 2023

From the description of the results of tcount and t in the table above, the results of the partial analysis can be described which can be described as follows: The influence of the menu variation variable (X1) on loyalty (Y), the partial calculation results show that at a real level of 5% (α =0.05) with a 95% confidence level, the table value is 1.980. With statistical testing, the calculated t value was obtained at 4.174, because the t value > t table (4.174> 1.980) it was concluded that partially the menu variation variable (X1) had a significant effect on loyalty. The effect of the price variable (X2) on loyalty (Y), from the partial calculation results shows that at a real level of 5% (α =0.05) with a 95% confidence level, the table value is 1.980. With statistical testing, the calculated t value is 2.168, because the t value > t table (2.168> 1.980) it is concluded that partially the price variable (X2) has a significant effect on loyalty. The influence of the variable atmosphere of the place (X3) on loyalty (Y), from the partial calculation results shows that at a real level of 5% (α =0.05) with a 95%

confidence level, the table value is 1.980. With statistical testing, the calculated t value was obtained at 7.293, because the t value > t table (7.293> 1.980) it was concluded that partially the place atmosphere variable (X3) had a significant effect on loyalty.

As for knowing the magnitude of the influence of the independent variable on the dependent variable, it can be seen from the results of comparing the regression coefficients of each variable. By using the standardized Coefficient Beta, we are able to eliminate differences in units of measurement in the independent (free) variables which consist of menu variation variables, prices and atmosphere of the place.

Table 6 Standardized Beta Coefficient Table

Variable	*Standardized Coefficient Beta*
Menu variations	0.324
Price	0.145
The atmosphere of the place	0.514

Source: Processed Primary Data, 2023

Based on the results of the regression coefficient (b), each menu variation variable has a dominant influence on loyalty. This is because the regression coefficient (Standardized Coeffucients Beta) on this variable has the largest value when compared to the variables price and atmosphere of the place.

Conclusion

1. There is a positive and significant influence of menu variations on customer loyalty, meaning that with more menu variations offered, customer loyalty will increase.

2. Price has a positive and significant effect on customer loyalty, meaning that by precisely setting the price of the products offered, customer loyalty will increase

3. The atmosphere of the place has a positive and significant effect on customer loyalty, meaning that the better the atmosphere of the place, the customer loyalty will increase

4. There is a positive and significant influence of menu variations, prices and place atmosphere on customer loyalty, meaning that with changes to the menu, prices and place atmosphere, customer loyalty will increase.

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