

**THE EFFECT OF PRODUCT DIVERSITY AND CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE
(Case Study of Bo Cafe & Resto Tebing Tinggi)**

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Abstract

This research aims to determine the influence of product diversity and customer relationship management on customer loyalty through customer satisfaction as an intervening variable (case study of Bo Cafe & Resto Tebing Tinggi). The research method used is a quantitative method using the help of Smart PLS version 3.0 which was collected from the results of distributing questionnaires to 96 consumers of Café BO & Resto Tebing Tinggi. The analytical method used in this research is using instrument tests, namely validity and reliability tests. measurement model (outer model), namely validity test, reliability test, then the structural model (inner model) includes: coefficient of determination/r-square (r^2), goodness of fit model and hypothesis testing with the t-statistic test and indirect effect test (indirect influence). The results of Smart PLS 3.0 in this research are that Product Diversity has no effect on Customer Satisfaction, Customer Relationship Management has an effect on Customer Satisfaction, Product Diversity has an effect on Customer Loyalty, Customer Relationship Management has an effect on Customer Loyalty, meaning that Customer Satisfaction has no effect on Customer Loyalty, Customer Satisfaction cannot mediate the influence of Product Diversity, Customer Satisfaction cannot mediate the influence of Customer Relationship Management on Customer Loyalty.

Keywords: *Customer Loyalty, Customer Satisfaction, Product Diversity, Customer Relationships.*

1. INTRODUCTION

In Indonesia, cafes and restaurants are starting to appear developed in the early 20th century . Indonesian society began interested with exclusive cafe and restaurant concept , and increasingly Many cafes and restaurants are popping up in various places cities in Indonesia (www.kompas.com, 2023) . Currently , cafes are one of the growing industry rapidly in Indonesia during a number of year Lastly . The development of cafes in Indonesia is marked with emergence Many new cafes and restaurants offer various menus and different atmospheres . The cafe that used to be only become place hang out or kids hangout young , now has become a place that is popular with everyone circles .

BO Café & Resto is one of the Cafés & Restos in Tebing Tinggi City which is also a... must tax on the Regional Revenue and Financial Management Agency . BO Café & Resto itself address on the road Land No.2B, Satria, Padang Hilir District , Tebing Tinggi City which is open start from 11.00 to 23.00. For interesting interest BO Café & Resto consumers provide a different cafe atmosphere with carry Home Made theme where customers feel like is at At home Alone during visit BO Café & Resto. On a business or company loyalty customer become very important for the sustainability business or company (www.dreambox.id, 2023) . Based on opinion Adam, (2015) customer No be loyal in suddenly but There is thing that causes they become loyal, so that can

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interpreted that there is factors which can influence loyalty customer , one of the factors that influence loyalty customer is satisfaction customers . In a study conducted by Lanngoday, (2023) satisfaction customer own great influence to loyalty customer , supported with another study conducted by Capriati, (2023) which shows that satisfaction own influence significant to loyalty customers . However in research conducted by Putra, (2016) , obtained different results Where satisfaction No influential to loyalty customers . So that the need done study return with different objects with objective prove that satisfaction customer can affect loyalty customer .

According to Kotler, (2016) , satisfaction customer is feeling like or disappointed someone who appears after compare between perception or the impression to performance be under expectations , customers No satisfied . But, if performance exceed expectations , customers very satisfied and happy . If the perceived performance is below expectations , customers the will feel disappointed , if performance fulfil hope customer , customer will feel satisfied , while If performance exceed hope so customer will feel very satisfied . From the results pre-survey the more from 50% of respondents answer No so that can explain level satisfaction customer Enough low .

Besides satisfaction customer , loyalty customer can influenced by other factors , namely diversity products provided by a place Good in the form of Café & Resto to supermarket, statement This proven with research conducted by Capriati, (2023) which shows that diversity product influential to diversity product . According to Utami, (2013) diversity product is completeness products related to depth , breadth and quality products offered also availability product the every while in the store . Besides Capriati, (2023) study Other previous ones prove it that diversity product can affect loyalty customer is Rohmawati, (2018) who showed that diversity product become variables that have influence the biggest compared to other variables in influencing loyalty customer . In his service to customer BO Café & Resto provides diverse choice product food and drink available selected by customers in accordance desire .

Diversity product is factor important factors that can influence satisfaction and loyalty customers . If the company capable provide diverse suitable product with needs and preferences customers , then customer will feel satisfied with available and likely options be loyal to company . Diversity product can increase satisfaction customer by providing more choices many and fulfilling different needs . When customers feel that company understand needs and preferences they , they tend feel valued and prioritized , and things This can increase satisfaction customers . In addition , the diversity products can also increase loyalty customer .

Other factors that can influence loyalty customer is *Customer Relationship Management* , p This supported with research conducted by (Mahendri & Azah, 2023) , show that *Customer Relationship Management* influential to loyalty customers . According to (Kumar, 2016) *Customer Relationship Management* (CRM) is a process of obtaining , maintaining , and increase connection profitable customers For produce mark customer so that customer feel satisfied and optimize profit for company . *Customer Relationship Management* (CRM) has role important in build loyalty customers , research conducted by (Anwar et al., 2022) show that *Customer Relationship Management* (CRM) has the influence on loyalty Customer and Satisfaction customers , but *Customer Relationship Management* (CRM) does not can influential to loyalty customer through satisfaction customer because of satisfaction customer low so that can weaken connection *Customer Relationship Management* (CRM) with loyalty customer .

From the results research conducted by (Anwar et al., 2022) can concluded that *Customer Relationship Management* (CRM) has objective For increase satisfaction customer so that can increase loyalty customers , so that when *Customer Relationship Management* (CRM) does not able to provide satisfaction to customers so will impact on the decline loyalty Customer . Form *Customer Relationship Management* (CRM) carried out by BO Café & Resto as efforts to provide satisfaction consumers . For prove effort the so required study more carry on .

2. IMPLEMENTATION METHOD

analysis in research This is analysis quantitative use use method *Structural Equation Model* (SEM) based *Partial Least Square* (PLS) is used for the data calculation process . According to Santoso (2018) , SEM is technique analysis multivariate combining analysis factors and analysis regression (correlation). PLS aims for help researcher to obtain latent variables in research . As test sense analysis , PLS uses 2 assessments modeling , namely example measurement example (*outer example*) for validity test and reliability and example structural example (*inner example*) for test hypothesis use example prediction (Ghozali et al., 2019) . Data analysis techniques used in study This is as following :

a. *Measurement Model (Outer Model)*

Outer model (measurement model) is how each variable in the form of an indicator relates to its latent variable. *The outer model* is used to assess the validity test and reliability test. *Outer model analysis* is carried out to ensure that *the measurement* used is suitable for measurement (valid and reliable).

b. *Structural Model (Inner model)*

Structural model or *inner model* aiming For see correlation or connection between latent variables in study through t-test. Evaluation *inner model* can seen from a number of indicators that include coefficient determination (R^2), *Predictive Relevance* (Q^2) and *Goodness of Fit Model* (GoF) (Hussein, 2015)

c. Hypothesis Testing

After obtaining the regression equation, it is necessary to conduct a hypothesis test to determine whether the regression coefficient obtained is significant, then the hypothesis test is carried out using the t-test (partial) and the Path Analysis test .

3. RESULTS AND DISCUSSION

measurement model (*outer model*) is analysis factor confirmatory or *confirmatory factor analysis* (CFA) with test validity And reliability construct latent. Following is results evaluation *outer model* on study This .

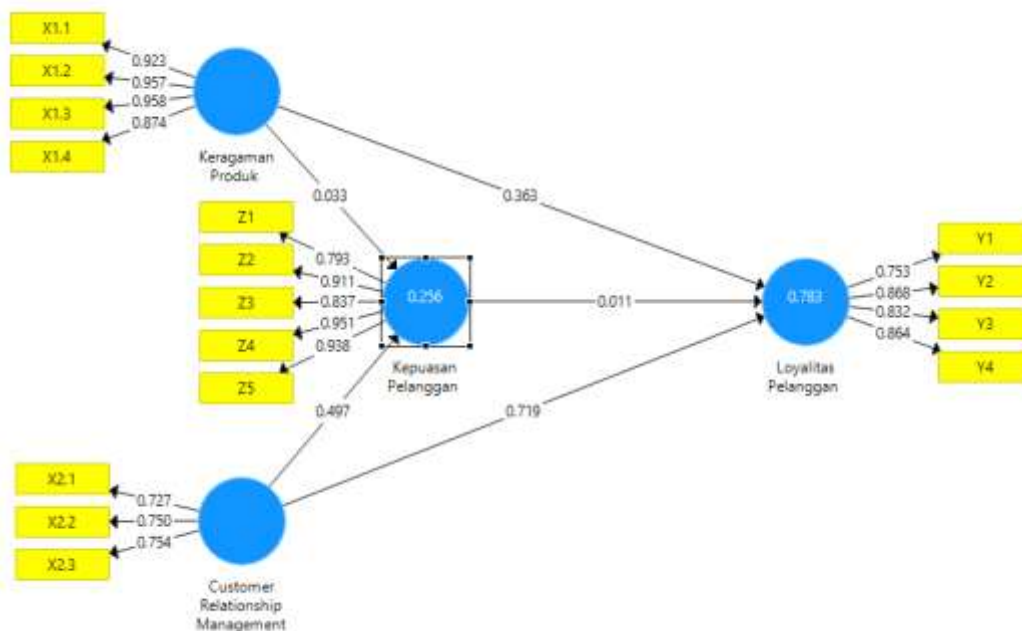


Figure 1. Model Structural (Outer Model)

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1 . Test Validity

Study This use help from Smart PLS 3.0 software for test validity and reliability of research instruments . For test validity a data, can used For test validity a data can used convergent validity see loading factor value and discriminant validity with see mark cross loading.

a. Convergent Validity

Convergent validity from model measurement with model reflective indicator rated based on correlation between item score/component score with construct score calculated with PLS. Size reflective it is said tall If correlated more from 0.70 with construct that you want measured . However thus , For study stage beginning with development scale measurement loading value 0.5 to 0.60 is considered enough (Chin 1998 in Ghozali and Latan, 2012). In the research This using a loading factor of 0.7 with calculation algorithm on Smart PLS 3.0, following results testing model measurement convergent validity using loading factor can seen on Table 1

**Table 1
Results Test Validity Instrument Use Loading Factor**

	<i>Loading Factor</i>			
X1.1	0.923			
X1.2	0.957			
X1.3	0.958			
X1.4	0.874			
X2.1		0.727		
X2.2		0.750		
X2.3		0.754		
Z.1			0.793	
Z.2			0.911	
Z.3			0.837	
Z.4			0.951	
Z.5			0.938	
Y.1				0.753
Y.2				0.868
Y.3				0.832
Y.4				0.864

Source : Data primary processed (2024)

Based on Table 1 above can known all over mark *loading factor* has crossed the 0.6 limit so that can withdrawn conclusion that each of them indicators in research This is valid. Therefore those are the indicators the can used For measure variable study .

b. Discriminant Validity

Discriminant validity compares Average Variance Extracted value (AVE) every construct with correlation between construct other in the model. If mark root of AVE every construct more big than mark correlation between construct with construct other in model, so it is said own mark discriminant validity Which Good . Following results testing model measurement discriminant validity use cross loading can seen on Table 2 :

Table 2
Results Test Validity Instrument Use Cross Loading

Item	Diversity Product	Customer Relationship	Satisfaction Customer	Customer Loyalty
X1.1	0.923	0.202	0.116	0.475
X1.2	0.957	0.212	0.181	0.501
X1.3	0.958	0.222	0.107	0.510
X1.4	0.874	0.258	0.161	0.510
X2.1	0.328	0.727	0.425	0.626
X2.2	0.159	0.750	0.319	0.629
X2.3	0.033	0.754	0.378	0.551
Z.1	0.109	0.321	0.793	0.304
Z.2	0.126	0.485	0.911	0.396
Z.3	0.183	0.510	0.837	0.423
Z.4	0.125	0.448	0.951	0.381
Z.5	0.125	0.440	0.938	0.380
Y.1	0.271	0.607	0.350	0.753
Y.2	0.427	0.745	0.421	0.868
Y.3	0.565	0.634	0.354	0.832
Y.4	0.497	0.704	0.304	0.864

Source : Data primary processed (2024)

Based on Table 2 above can known all over mark *cross loading* from each indicator which is aimed own correlation which are more tall with each variable compared to with variable others . Can withdrawn conclusion that indicator on has valid in overall .

2. Test Reliability

A instrument can it is said reliable with see mark from Average Variance Extracted is more than 0.5, Cronbach Alpha is greater from 0.6 and Composite Reliability is greater from 0.7. Here results calculation reliability through Average Variance Extracted (AVE), Cronbach Alpha and Composite Reliability can seen on Table following This :

Table 3
Calculation AVE, Cronbach Alpha, and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Loyalty (Y)	0.849	0.859	0.899	0.553
Satisfaction Customer (Z)	0.932	0.942	0.949	0.788
Diversity Product (X1)	0.946	0.947	0.962	0.862
Customer Relationship (X2)	0.697	0.696	0.788	0.653

Source : Data primary processed (2024)

Based on Table 3 on can known that mark *Cronbach Alpha* from variable Customer Loyalty as big as 0.697 , variable satisfaction customer as big as 0.932, variable diversity product as big as

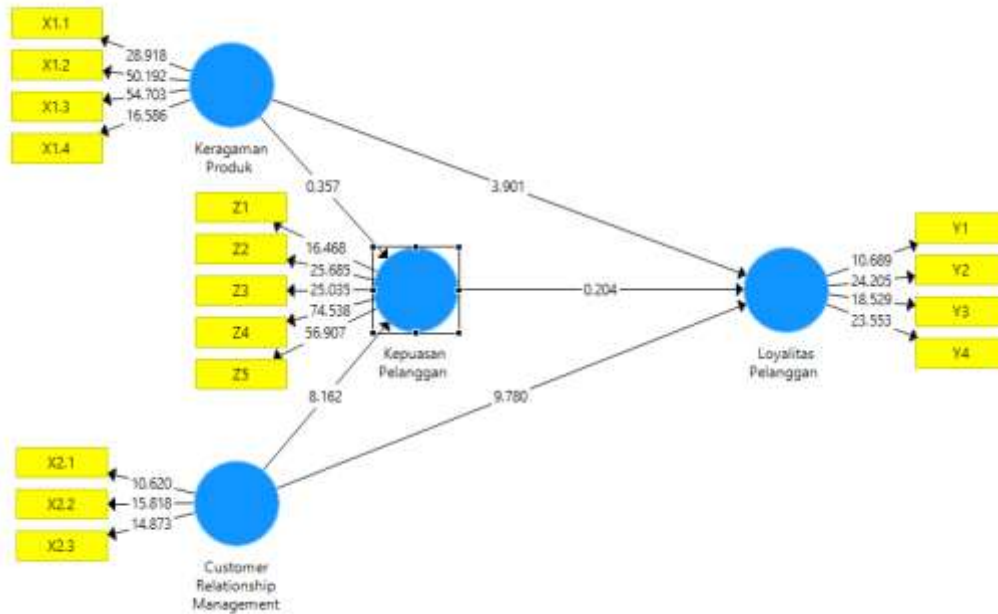
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0.946. , and the variables *Customer Relationship* of 0.697. From the results calculation on can known that all over indicator has reliable in measure variable its latent .

Evaluation Model Structural (Inner Model)

Evaluation *inner model* can seen from a number of indicators that include coefficient determination (R^2), *Predictive Relevance* (Q^2) and *Goodness of Fit Index* (GoF) (Hussein, 2015). Results model structural Which displayed by Smart PLS 3.0 There is study This is as following :



Source : Data primary processed (2024)

Figure 2. Model Structural (Inner Model)

Results R^2 (Rs square)

In assessing the model with PLS begins with see *Adjusted R-square* forevery dependent latent variable . The results of the r^2 calculation in the study This is as following :

Table 4.
Mark Correlation (r^2)

Variables	Adjusted r^2
Satisfaction Customer (Z)	0.240
Customer Loyalty (Y)	0.776

Source : Data primary processed (2024)

Based on results calculation use *bootstrap* on Table 4. above , then known mark *Adjusted r²* from variable satisfaction customer (Z) of 0.240 Which means that satisfaction customer (Z) influenced by diversity product (X1), *Customer Relationship Management* (X2) by 24% or in other words contribution diversity product (X1) and *Customer*



Relationship Management (X2) by 24.% while the rest as big as 76% is contribution variable other Which No discussed in study This like prices , promotions and more .

Adjusted Results r^2 from variable decision purchase as big as 0.776 Which means that decision purchase influenced by diversity product (X1) , *Customer Relationship Management (X2)* and satisfaction customers (Z) of 77.6 or in other words contribution diversity product (X1) , *Customer Relationship Management (X2)* and satisfaction customer (Z) of 77.6 while the rest 22.4 % is contribution other variables that No discussed in study This like discount , packaging products , cafe atmosphere and others .

Testing Hypothesis

Based on results from *outer model* Which done , all over hypothesis that was tested has fulfil condition , so that can used as model analysis in study This . Testing hypothesis on study This using alpha 5% which means if t- statistic value ≥ 1.960 or mark probability \leq level of significance ($\alpha = 5\%$). Limit 0.05 to mean that the magnitude opportunity deviation only as big as 5% dam 95% the rest indicated can accept hypothesis .

Testing hypothesis in study This shared into two parts , namely testing influence direct And testing influence in a way No direct (mediation). Testing influence direct will use *bootstrapping* on Smart PLS 3.0 *software* , while testing influence in a way No direct will using t- statistics on *indirect effects* .

1. Testing Influence Direct

Testing influence direct used For explain hypothesis 1,2,3,4 and 5 through *path coefficients*. Mark *path coefficients* can seen through t- statistic value that must be above t- table which is 1.96 which means there is influence from variable exogenous to endogenous variables in each hypothesis which has determined . The t- statistic value ≥ 1.960 or mark probability \leq level of significance ($\alpha = 5\%$), own conclusion that hypothesis accepted , that is there is influence significant between variable that was tested . In Table 4.13 it can be seen seen results from testing hypothesis in a way direct with *bootstrapping* on Smart PLS 3.0 *software* . Below This will explained explanation from each each hypothesis on study This .

Table 5.
Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
Diversity Product - >Satisfaction Customer	0.033	0.037	0.093	0.357	0.722
Customer Relationship Management -> Satisfaction Customer	0.497	0.504	0.061	8,162	0,000
Diversity Product -> Customer Loyalty	0.363	0.335	0.093	3,901	0,000
Customer Relationship Management -> Customer Loyalty	0.719	0.739	0.073	9,780	0,000

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Satisfaction Customer -> Customer Loyalty	0.011	0.009	0.053	0.204	0.839
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Source : Data primary processed (2024)

Based on Table 5. obtained results testing from each hypothesis as following :

a. Hypothesis 1

Influence Diversity Product To Satisfaction Customer .

Based on results testing Which there is on Table 5 can seen that mark t- statistics connection between Diversity Product (X1) to satisfaction customer (Z) is of 0.357 with sig. of 0.722 Results testing the show that t- statistics ≤ 1.96 And mark sig. $\geq level$ of significance ($\alpha = 5\%$). With thus hypothesis 1 rejected . Thing This show that No there is influence Which significant between diversity product (X1) to satisfaction Customer (Z). Research results This No in accordance with study (Capriati, 2023) .

b. Hypothesis 2

Influence Customer Relationship Management To Satisfaction Customer .

Based on results testing Which there is on Table 5 can seen that mark t- statistics connection between *Customer Relationship Management* (X2) to Satisfaction Customer (Z) is of 8.162 with a sig. of 0.000. Results testing the show that t- statistics ≥ 1.96 And mark sig. $\leq level$ of significance ($\alpha = 5\%$). With thus hypothesis 2 accepted . Things This show that there is influence Which significant between *Customer Relationship Management* (X2) to satisfaction Customer (Z). Research results This in accordance with study (Osman, 2023) .

c. Hypothesis 3

Influence Diversity Product Towards Customer Loyalty

Based on results testing Which there is on Table 5 can seen that mark t- statistics connection between Diversity Product (X1) on Customer Loyalty (Y) is of 3.901 with a sig. of 0.000. The results testing the show that t- statistics ≥ 1.96 And mark sig. $\leq level$ of significance ($\alpha = 5\%$). With thus hypothesis 3 rejected . Things This show that No there is influence Which significant between Diversity Product (X1) to loyalty Customer (Y). Research results This No in accordance with study (Capriati, 2023) .

d. Hypothesis 4

Influence Customer Relationship Management Towards Customer Loyalty

Based on results testing Which there is on Table 5 can seen that mark t- statistics connection between *Customer Relationship Management* (X2) on Customer Loyalty (Y) is of 9.780 with a sig. of 0.000. Results testing the show that t- statistics ≥ 1.96 And mark sig. $\leq level$ of significance ($\alpha = 5\%$). With thus hypothesis 4 accepted . Things This show that there is influence Which significant between *Customer Relationship Management* (X2) to loyalty Customer (Y). Research results This in accordance with study (Mahendri & Azah, 2023) .

e. Hypothesis 5

Influence Satisfaction Customer Towards Customer Loyalty .

Based on results testing Which there is on Table 5 can seen that mark t- statistics connection between customer satisfaction (X2) to loyalty customer (Z) is of 0.204 with a sig. of 0.839. Results testing the show that t- statistics $\leq 1,96$ And mark sig. $\geq level$ of significance ($\alpha = 5\%$). With thus hypothesis 5 rejected . Things This show that

there is influence Which significant between customer satisfaction (Z) to loyalty Customer (Y). Research results This No in accordance with study (Langoday, 2023) .

2. Testing Influence No Direct

Test influence No direct done with method test strength influence No direct variable independent (X) to variable dependent (Y) through intervening variable (Z) with condition t-statistic value > 1.96 . Influence No direct can stated significant If second influence direct Which to form it is significant . The results of this test can seen in table following :

Table 6. Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P Values</i>
Product Diversity - > Satisfaction Customers - > Customer Loyalty	0.005	0.004	0.027	0.198	0.843
<i>Customer Relationship Management</i> -> Satisfaction Customers - > Customer Loyalty	0,000	0,000	0.005	0.069	0.945

Source : Data primary processed (2024)

a. Hypothesis 6

Satisfaction Customer Mediating Connection Diversity Product With Customer Loyalty .

Based on results testing Which there is on Table 6 can seen that mark t- statistics connection between Diversity Product (X1) against Customer loyalty (Y) through Customer Satisfaction (Z) is of 0.198 with a sig. of 0.843. Results testing the show that t- statistics ≤ 1.96 And mark sig. \geq level of significance ($\alpha = 5\%$). With thus hypothesis 6 rejected . Things This show that variable customer satisfaction (Z) No capable mediate influence between variable Diversity Product (X1) against Customer loyalty .

b. Hypothesis 7

Satisfaction Customer Mediating Connection *Customer Relationship Management* With Customer Loyalty .

Based on results testing Which there is on Table 6 can seen that mark t- statistics connection between *Customer Relationship Management* (X2) against Customer loyalty (Y) through Customer Satisfaction (Z) is as big as 0.069 with a sig. of 0.945. Results testing the show that t- statistics ≤ 1.96 And mark sig. \geq level of significance ($\alpha = 5\%$). With thus hypothesis 7 rejected . Things This show that variable Customer Satisfaction (Z) No capable mediate influence between variable *Customer Relationship Management* (X2) against Customer loyalty (Y) .

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DISCUSSION

Based on results testing hypothesis that has been done , then stages furthermore is explanation connection between variables in research this is what Then associated with satisfaction customers and loyalty customers , research previously And knowledge management so that can support statement Which Already There ispreviously . Explanation the result as following :

1. Connection Diversity Product With Satisfaction Customer

Based on results study show that diversity product No influential to satisfaction customers . Research results This No in line with research conducted by Capriati, (2023) with title The Influence of Product Diversity and Price on Customer Satisfaction and Its Impact on Customer Loyalty in Minimarkets at the Visiana Bakti Cooperative on TVRI Jakarta, which shows that diversity product influential to satisfaction customers , but in line with research conducted by (Osman, 2023) which shows results on the contrary . This is due to from characteristics Respondent based on age , majority aged 21 to 26 years who always consider diversity products in a café so Variants product or diversity available products become consideration , from results answer Respondent show that 11.4% of respondents answer absolutely not agree , no agree and neutral on item 1 that interested visit BO Café & Resto because own Lots choice product . This matter show that diversity products owned by BO Café & Resto if compare with other Cafés & Restos where BO Café & Resto is currently This only has 3 variants product main Eat like processed chicken , meat and snacks while other cafes & restaurants provide Variants more complete such as fish, chicken , meat , seafood, snacks which are generally is in every restaurant. So that with lack of diversity product the cause low satisfaction customer .

2. Connection Customer Relationship Management With Satisfaction Customer

Based on results study show that *Customer Relationship Management* influential to satisfaction customers . Research results This in line with research conducted by (Osman, 2023) with title The Influence of CRM (*Customer Relationship Management*) on Satisfaction Customers at PT. Sirup Sarang Sari Central Jakarta who showed that *Customer Relationship Management* influential to satisfaction customers . This is due to characteristics Respondent based on income majority earning 3 million up to 6 million where in income the prioritize services performed by the provider service in matter this is a cafe so *Customer Relationship Management* carried out by BO Café & Resto to customer so that can affect satisfaction customers . This is supported by the statement that BO Café & Resto provides convenience for me do food and Drink without must come visit through the available website , the majority respondent answer agree and strongly agree by 71% so that can interpreted that *Customer Relationship Management* can provide satisfaction BO Café & Resto customers .

3. Connection Diversity Product With Customer Loyalty

Based on results study show that diversity product influential to loyalty customers . Research results This in line with research conducted by Capriati, (2023) with title The Influence of Product Diversity and Price on Customer Satisfaction and Its Impact on Customer Loyalty in Minimarkets at the Visiana Bakti Cooperative on TVRI Jakarta, which shows that diversity product influential to loyalty customers . Diversity product can contribute to loyalty customer Because customer will feel own more Lots options and possibilities find suitable product with need them . When customers can find various type suitable product with preferences and needs they , they tend more satisfied with experience shop them and feel more connected with brand In addition , customers who have Lots option For chosen tend No easy switch to brand competitor Because they Already find brands that offer various type



the products they want . From the characteristics Respondent based on amount visit majority Respondent has do visit as many as 3 times to 6 times This show that with diversity The products owned by BO Café & Resto can provide sufficient loyalty high , supported with answer Respondent majority answer agree and strongly agree on average more of the 50% that can interpreted that diversity product can affect loyalty customer .

4. Connection Customer Relationship Management With Customer Loyalty

Based on results study show that *Customer Relationship Management* influential to loyalty customers . Research results This in line with research conducted by (Mahendri & Azah, 2023) with title *Influence E-Service Quality and Customer Relationship Management Towards Customer Loyalty Users Fund Application* . According to Buttle, (2018) *Customer Relationship Management* (CRM) is the approach used by the company For build and maintain close relationship with customers . This is covers various strategies and technologies used For gather information customer , analyze behavior customers , and manage interaction with customer . *Customer Relationship Management* carried out by BO Café & Resto is in the form of website provision and convenience booking product can become reason for customer For own loyalty high , thing This seen from answer respondents across the board variable *Customer Relationship Management* majority Respondent answer agree and strongly agree that can explain that *Customer Relationship Management* can affect loyalty customer .

5. Connection Satisfaction Customer With Customer Loyalty

Based on answer Respondent show that satisfaction customer No influential to loyalty customers . Research results This No in line with research conducted by (Langoday, 2023) with title *Influence Satisfaction Customer Towards Customer Loyalty Bimoli Cooking Oil in the Village Oeba Kupang City* . This is due to with characteristics Respondent based on age , majority age 21 to 26 years and income with majority earning 3 million up to 6 million who really prioritize satisfaction For own high loyalty to a product or services . From the answer Respondent show from all over statement variable satisfaction customer more from 15% of respondents answer neutral that can explain that level satisfaction customers at BO Café & Resto are quite low so that No can affect loyalty customers . So that satisfaction customer No can affect loyalty customer .

6. Satisfaction Customer Mediating Connection Diversity Product With Customer Loyalty

Based on results study show that satisfaction customer No can mediate connection diversity product to loyalty customers . Research results This in line with research conducted by (Capriati, 2023) with title *The Influence of Product Diversity and Price on Customer Satisfaction and Its Impact on Customer Loyalty of Minimarkets at Visiana Bakti Cooperative TVRI Jakarta*. This is because the direct influence between product diversity does not affect customer loyalty and customer satisfaction does not affect customer loyalty so that in the absence of direct influence, customer satisfaction cannot be an intervening variable and mediate the relationship between product diversity and customer loyalty. This is supported by the answer Respondent show from all over statement variable satisfaction customer more from 15% of respondents answer neutral that can explain that level satisfaction customers at BO Café & Resto are quite low so that No capable become variable mediation or intervening.

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7. Satisfaction Customer Mediating Customer Relationship Management Connection With Customer Loyalty

Based on results study show that satisfaction customer No can mediate connection *customer relationship management* to loyalty customers . Research results This in line with research conducted by (Anwar et al., 2022) with title *Influence Customer Relationship Management Towards Customer Loyalty Through Satisfaction Customers (Case Study at He Kafei Coffee Shop)*. This is due to the direct influence between *customer relationship management* has an effect on customer loyalty and customer satisfaction has no effect on customer loyalty so without customer satisfaction, *customer relationship management* has influential to loyalty customer so satisfaction customer No can play a role as variable intervening. This is due to with characteristics Respondent based on age , majority Respondent 21 to 26 year olds who don't always prioritize satisfaction before decide For own high loyalty to a product or service

4. CONCLUSION

Based on the results of the data analysis and discussion that have been described previously, with reference to the formulated hypothesis and a confidence level of 95% ($\alpha = 5\%$), several things can be concluded, including the following:

- a. Hypothesis First rejected It means Diversity Product No influential to Satisfaction Customers at BO Café & Resto Tebing Tinggi
- b. Hypothesis second accepted It means *Customer Relationship Management* influential to Satisfaction Customers at BO Café & Resto Tebing Tinggi
- c. Hypothesis third accepted It means Diversity Product influential on Customer Loyalty at BO Café & Resto Tebing Tinggi
- d. Hypothesis fourth accepted It means *Customer Relationship Management* influential on Customer Loyalty at BO Café & Resto Tebing Tinggi
- e. Hypothesis fifth rejected It means Satisfaction Customer No influential on Customer Loyalty at BO Café & Resto Tebing Tinggi
- f. Hypothesis sixth rejected It means Satisfaction Customer No can mediate influence Diversity Product on Customer Loyalty at BO Café & Resto Tebing Tinggi
- g. Hypothesis seventh rejected It means Satisfaction Customer No can mediate the influence of *Customer Relationship Management* connection on Customer Loyalty at BO Café & Resto Tebing Tinggi

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