

Understanding The Customer Satisfaction Factors in Coffee Shop

T. Hermina

Universitas Garut, West Java, Indonesia

H. Fauziah

Universitas Garut, West Java, Indonesia

ABSTRACT: Since the percentage of coffee consumption in Indonesia increased, coffee shop growth has increased as well. This phenomenon has caused tighter competition among coffee shop entrepreneurs and courage the businessman to understand consumer behavior to expand the market. Therefore, this study purposed to identify the factor of satisfaction and the positioning attributes that impact the consumer's satisfaction. This research investigated 184 customers of Coffee Shop in Garut Regency. The method of this research using quantitative and the primary data obtained through observation and share the questionnaire. Then, the data analytics use factor analysis and multi-dimensional scaling. The result of the research four factors impact satisfaction to the customer these factors are the taste of coffee, the freshness of coffee, the appearance of coffee, and the originality menu. Besides, the positioning of customer's satisfaction indicates that freshness of coffee and originality menu has a similar perception of coffee shop satisfaction while the taste of coffee and appearance of coffee has a different perception of coffee shop's customer.

1 INTRODUCTION

The implementation of management science in marketing activities used to identify and meet human and social needs (Kotler & Keller, 2016). As in the case of coffee plantation commodities in Indonesia have applied marketing management knowledge so that coffee plantation commodities in Indonesia can score foreign exchange rates and have high commercial value. In 2016, Indonesia ranked fourth in the world among the most quantity of production in the world after Brazil, Vietnam, and Colombia (Sudarto, 2017). According to the International Coffee Organization (ICO) (Sudarto, 2017) states that the State of Indonesia occupies the seventh position as a consumer of coffee in the world. It was motivated by a change in the tradition of drinking coffee. Today, the traditions of drinking a cup of coffee are not only in entertaining guests or celebrating weddings, but in some activities such as meetings, reunions, dating, or gathering, then breakfast cannot be separated from a cup of coffee. Consumers can enjoy quality coffee not only at Starbucks or at Coffee Bean. But, the local coffee cafes are now present everywhere from the roadside, business district, to the mall. The increasing number of new coffee shops can lead to increasingly fierce competition in the coffee industry. Situations like this require companies to create superior strategies.

2 LITERATURE REVIEW

2.1 *Consumer Satisfaction*

According to (Kotler & Keller, 2009) the consumer satisfaction is the level of one's feelings after comparing the performance (or results) that consumers feel compared to their expectations. Consumers can experience one of three levels of satisfaction. But, when the performance of service is under expectations, consumers are disappointed and reversely. According to (Tjiptono & Chandra, 2016), customer satisfaction is a response (emotional or cognitive regarding a particular focus (expectations, products, consumption experience) that occurs at a certain time, then the customer satisfaction consists of three components. This research examines three main attributes that can illustrate coffee shop characteristics: customer needs, delivery system, and value proposition. The prior research has defined customer needs as the producers must pay attention to what is required by consumers (Liu, et al., 2019). According to (Kotler & Keller, 2012) stated that the customer needs the taste of coffee, the freshness, the appearance of food, the originality menu, and the price list. Besides, those prior literature has shown that food quality is the most significant element in the foodservice business (Dorn, et al., 2016; Han & Hyun, 2017). The second variable that the study examines is the "delivery system" which defined as the experience gained by consumers during the desired product that includes the quality of service (Han, et al., 2012; Ryu, et al., 2008). Similarly, according to (Hwang & Ok, 2013) revealed that in casual and fancy dining restaurants, outcomes (e.g., customer satisfaction and favorable behavioral intention) determined by the interaction between customers and employees. The delivery system involves promptness of service, staff skill, the hospitality of the staff, and the staff's appearance (Kim, et al., 2009; Ringle, et al., 2011). The third attribute of this research is the "value proposition" that defined as the value or benefits of services offered to consumers includes hygiene and the atmosphere (design). Several studies have found that the selection of a restaurant is harder than in many other situations because both intangible and tangible products are involved. Customers are partially involved in a physical environment such as interior design, lighting, cleanliness, and size of the restaurant (Quan & Wang, 2004; Lopez, et al., 2018).

3 RESEARCH METHOD

This study schematizes the hypotheses and presents them in Figure 1. The confirmatory variables are customer needs, delivery systems, and value proposition. The four attributes are possible antecedents of satisfaction, and satisfaction considered to explain the positioning. Numerous studies reviewed about measurement tools, and they adjusted in the study context: The items presented on a 5-point Likert scale (1 = strongly disagree–5 = strongly agree) and modified according to the study content. Then, the google form used as a collection technique to obtain the primary data by providing the questionnaire. The total number of participants was 184 (all were the customer of the coffee shop in Garut). For the data analysis, the Statistical Package for the Social Sciences (SPSS) version 20.0. Initially, the mean, mode, median, and standard deviation calculating to collect descriptive information. The method analysis that used in this study is frequency analysis to obtain the demographic of respondents, factor analysis, and multi-dimensional scaling.

4 DISCUSSION

In this research, to obtain the data to the coffee shop's consumer satisfaction in Garut Regency, researchers distributed questionnaires to 184 respondents who are customers of Kopilogi Coffee Shop. The distribution of questionnaires conducted on August 9-April 4, 2020 online via Google Form, the characteristics of the respondents in this study are males accounted for 98 respondents (53.26%) and females 86 (46.74%); 74 participants were in their 21-25 years old (40.22%) followed by the 20s (62 respondents,33.7%) and 26-30 years old (16.30%). In terms of the level of highest education, bachelor's degrees (66.30%) respondents and 46 (25%) had senior high school. Concerning annual income levels, Up to Rp.1.000,000 had the highest proportion, accounting for 53.26% (98), followed by Rp.1.000,000 – Rp. 2,000,000 (45 or 24.46%), and Rp.2.000,000 – Rp. 3,000,000 (21, 11.41%). In other characteristics, the usage of Coffee Shop illustrates the usage of the coffee shop based on 184 respondent's perspectives. Usually, almost respondents visit the coffee shop 3-4 times a week (48.37%); 63 participants visit the coffee shop 1-2 times a week (34.24%). There several purposes that they visit the coffee shop for gathering with their friends accounted for 102 respondents (55.43%), and the other respondents reply to celebrate a special moment with family or family party 40 participants (21.74%). When they were visiting the coffee shop, the participants provide a consumption budget of about Rp 26,000 – Rp 30,000 accounted for 61 respondents (33.15%); 47 respondents provide Rp 20,000-Rp25,000. The interesting data that the customer obtains the information from social media which accounted 157 participants (85.33%); 24 respondents obtained the information about the coffee shop from the other people (family member and friend), while the other media such as found by themselves unintentionally for 3 participants (1.63%). In addition, the result shows that the overall reliability of each variable in the questionnaire indicates more than 0.6, which means high reliability. The factor analysis begins by determining the correlation matrix of all indicator pairs in this study. Then, based on the KMO and Bartlett's Test indicate that the indicators correlated and worth further analysis.

Table 4. Rotated Component Matrix

	Rotated Component Matrix ^a			
	Component			
	1	2	3	4
Taste of coffee	-,307	,319	,472	-,086
Freshness of coffee	-,205	-,040	,886	-,035
Appearance of coffee	,300	-,022	,890	-,108
Originality Menu	,741	-,042	,568	-,134
Price of Menu	,919	,075	,134	-,069
Promptness of Service	,892	,136	-,169	,131
Staff Skill	,710	,241	-,317	,271
Hospitality of Staff	,203	-,024	-,169	,916
Appearance of Staff	,032	,139	-,115	,889
Interior design of coffee shop	,250	,735	-,005	,181
Lighting of coffee shop	,155	,910	,000	,097
Cleanliness of coffee shop	-,036	,902	,011	,000
Size of coffee shop	-,306	,371	,198	,498

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Then, from the 13 indicators above, summarized into four factors. The highest values of correlation with the first factor consist of the originality menu, the price list, the promptness of service, and staff skill. Then, the second factor consists of the interior design, the lighting of the coffee shop, and the cleanliness of the coffee shop. In addition, the third factor consists of the taste of coffee, the freshness of coffee, and the appearance of coffee. Then, the fourth factor consists of the hospitality of the staff, the appearance of staff, and the size of the coffee shop. In addition, the figures in the table are factor loading that shows the magnitude of the correlation between indicators factors 1, 2, 3, and factor 4. The process of determining indicators factors conducted by making a comparison on each row. The multi-dimensional scaling (MDS) used in this research to investigate the positioning of attributes that impact on customer satisfaction by comparing the Euclidean distance.

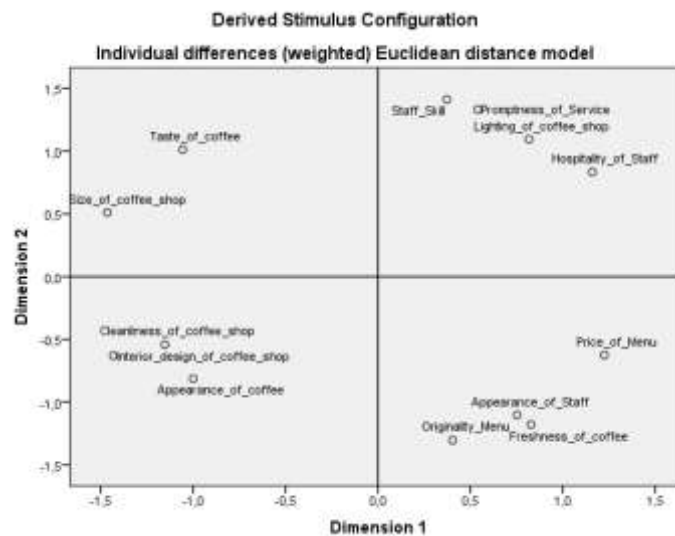


Figure 1. Results of the Euclidean distance model

Based on the picture above, indicate that the value of stress as of .036241 indicates the goodness of data was perfect, and the coefficient of determination (RSQ) value found to be comparatively high at .12073. Then, the positioning map illustrated that staff skill, the taste of coffee, price menu, and cleanliness of coffee shop has a higher value of 2 dimensions than other variables. In other words, the hospitality of the staff, taste of coffee, the appearance of coffee, and the price of the menu showed a higher score than others in dimension 1.

5 CONCLUSION

Based on the results of research and discussion conducted regarding the analysis of factors that encourage satisfaction of Coffee Shop in Garut Regency, the researchers concluded from the results based on responses from 184 respondents using factor from 13 indicators that are determined to form 4 factors that can drive business success. The factors are the taste of coffee, the freshness of coffee, the appearance of coffee, and the originality menu. Meanwhile, based on the positioning of customer's perception using Multi-Dimensional Scaling indicate that staff skill, the taste of coffee, price menu, and cleanliness of coffee shop has a higher value of dimension 2 than other variables. Meanwhile, the hospitality of the staff, the taste of coffee, the appearance of coffee, and the price list showed a higher score than others in dimension 1.

6 REFERENCES

- Dorn, M., Messner, C. & Wänke, M., 2016. Partitioning the choice task makes Starbucks coffee taste better. *Journal of Marketing Behavior*, Volume 1, pp. 363-384.
- Han, H. & Hyun, S. S., 2017. Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, Volume 63, pp. 82-92.
- Han, S., Ham, S., Yang, I. & Baek, S., 2012. Passengers' perceptions of airline lounges: Importance of attributes that determine usage and service quality measurement. *Tourism Management*, 5(33), pp. 1103-1111.
- Hwang, J. & Ok, C., 2013. The antecedents and consequence of consumer attitudes toward restaurant brands: A comparative study between casual and fine dining restaurants. *International Journal of Hospitality Management*, Volume 32, pp. 121-131.
- Keller, P. K. d. K. L., 2009. *Manajemen Pemasaran Edisi ketiga belas*. Jakarta: Erlangga.
- Kim, W. G., Ng, C. Y. & Kim, Y. S., 2009. Influence of institutional DINESERV on customers' satisfaction, return intention, and word-of-mouth. *International Journal of Hospitality Management*, Volume 28, pp. 10-17.
- Kotler, P. & Keller, K. L., 2009. *Manajemen Pemasaran Edisi ketiga belas*. London: Pearson Prentice Hal.
- Kotler, P. & Keller, K. L., 2012. *Marketing Management*. New Jersey: Prentice-Hall Published.
- Liu, L., Zhang, L., Ye, P. & Liu, Q., 2019. User Needs Mining Based on Topic of Analysis of Online Review. *Original Science Paper*, 1(26), pp. 230-235.
- Lopez, J. G., Morales, J. A., Iglesias, G. A. & Moreno, G. A., 2018. Service Quality in Medellin Hotels Using Perceptual Maps. *Administración Journal of Management*, 34(60), pp. 31-45.
- Quan, S. & Wang, N., 2004. Towards a structural model of the tourist experience: An illustration from food experience in tourism. *Tourism Management*, Volume 25, pp. 297-305.
- Ringle, C., Sarstedt, M. & Zimmermann, L., 2011. Customer satisfaction with commercial airlines: The role of perceived safety and purpose of travel. *Journal of Marketing Theory and Practice*, 4(19), pp. 459-472.
- Ryu, k., Han, H. & Kim, T., 2008. The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 3(27), pp. 459-469.
- Sudarto, 2017. *Peluang Usaha IKM Kopi*. Jakarta: Kementerian Perindustrian.