

BUILDING COFFEE SHOP CUSTOMER SATISFACTION

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ABSTRACT

A company whose customers are dissatisfied and not immediately responded to, the company will go bankrupt. This is because consumers who are not satisfied have the potential to leave and then switch their purchases to other companies. Therefore, efforts are needed to build consumer satisfaction so that the existence of the company does not go bankrupt. This study aims to build coffee shop customer satisfaction and is carried out in May-October 2022. The research design uses a quantitative descriptive survey method. The research population is coffee shop consumers in Cirebon City, West Java Province, whose number is not limited. For this reason, the technique for determining the number of samples is based on a loading factor of 0.5 so that the number of samples is set at 120 respondents. Data analysis used the Structural Equation Model (SEM) instrument with the AMOS application. The results showed that the highest loading factor value was on the "satisfied" indicator, which was 0.84 and was used as the main guideline for building consumer satisfaction, which included efforts: 1) fast service, 2) availability of various brewing equipment, 3) room concept that instagrammable, 4) welcoming waiters or baristas, 5) online marketing, 6) application-based services, 7) drive-thru facilities, 8) customer loyalty program innovation, 8) product innovation, 9) branding technology, 10) meeting room, and 11) always pay serious attention to the marketing mix (7 P). It is suggested to coffee shop managers in Cirebon City to seriously increase their attention to the "satisfied" indicator and their efforts to build customer satisfaction. It is suggested to other researchers conduct further research on coffee shop consumer preferences in efforts to build consumer satisfaction to develop knowledge that is more useful theoretically and practically.

Keywords: cirebon; coffee shops; consumer satisfaction; indicator; loading factor

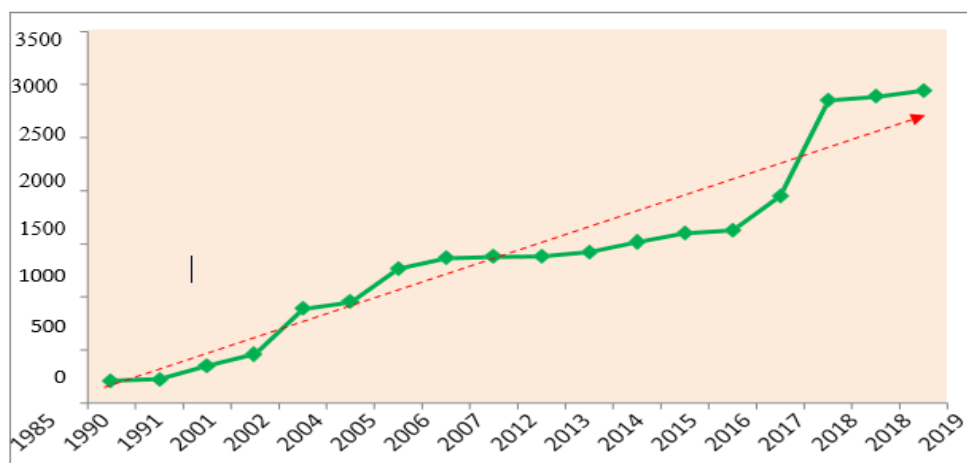
PRELIMINARY

A company whose customers are dissatisfied and then do not immediately respond to it then the company will go bankrupt. Bankruptcy is the condition of a company whose income is unable to cover its operational costs (Rudianto, 2013) so that it no longer generates profits. Even though setting up a company requires high costs (Lubis, 2020; Julianti and Djunaedi, 2019), so going bankrupt also results in huge losses for the founders. Therefore efforts are needed so that companies that have

been established do not go bankrupt. One of the main causes of bankruptcy is a company because the company does not care or does not immediately respond to dissatisfied or complaining customers (Heung & Lam, 2003). Bahadur et al., (2018) and Alolayyan et al., (2018) concluded that consumer satisfaction is an external factor for company progress, so companies must pay serious attention to this consumer satisfaction variable.

Consumer satisfaction is a person's feelings of pleasure or disappointment that come from comparing perceived product or service performance with expectations (Kotler, Philip and Kevin Lane Keller, 2016). If the performance is less than expectations, then the consumer is dissatisfied, and if it matches expectations, the consumer will be satisfied and if it exceeds expectations, the consumer will be very satisfied. As for consumers who are not satisfied, it is caused by the inability of a company to meet diverse consumer demands and demand the specifications desired by these consumers (Tjiptono, 2012). By having satisfied consumers, the company will guarantee income certainty so that it is very supportive to maintain the continuity of the company so that it does not go bankrupt (J. Supranto, 2006; Murtiyanto, 2018).

In general, the subject of consumer satisfaction or dissatisfaction that occurs is in culinary companies and one form of culinary company that has developed greatly in the last five years is the coffee shop. A coffee shop is a form of a culinary company engaged in serving various coffee-based drinks in a relaxed atmosphere, a place that is clean, safe, comfortable, and equipped with music, be it through audio or live music, distinctive interior design, friendly service, and several other things. including providing a wireless internet connection (WiFi) (Sidewalk, 2019). At this time, the coffee shop business is growing rapidly, both in big cities and small towns. The growth of coffee shops in Indonesia is accompanied by an increase in national coffee consumption, namely in the 2016–2019 period from 250,000 tons increased to 294,000 tons (Donald, 2019), while the growth of the coffee shop itself in the 2016-2017 period was 23% (Toffin, 2020). Regarding the growth of the coffee shop can be seen in Figure 1.



Source: Processed Mix Toffin, 2019 (Hariyanto, 2019)

Figure 1. Accumulation of the Number of Coffee Shops in Indonesia in 1985-2019

Figure 1 shows that cumulatively the number of coffee shops in Indonesia has increased from 1985-2019. This increase was due to strong demand for Ready Drink (RTD) coffee products and the expansion of coffee shop retail outlets (Donald, 2019). Coffee shops are also growing rapidly in the city of Cirebon.

Cirebon City is a city located on the north coast of Java Island, West Java Province of the Republic of Indonesia. This city is located on the 60 South latitude so that it can represent the astronomical conditions of cities or regions of countries located on these latitudes (tropical regions) around the world, for example, namely: Brazil,

Angola, Congo, Peru, Tanzania, Papuanugini, Australia and Latin America (Anonymous, 2022). In the city of Cirebon, many modern coffee shop companies have been established, of which there will be 300 coffee shops in 2021 (Sofyan, 2021), including Starbuck, Exelco, Janji Jiwo, Loralona, Nana, Baraja, Castrena, Manao, Janji Kopi, Dclassic, Mekayo, Born, Core, Bento, Sabandina, Little Black, Mantera, Lambada, Olive Bistro, Paten, Coffee & Thaican, Lynne's Coffee And Kitchen, Roby Coffee and Tea, Famouz Café, Mekayo Coffee, Tremor Coffee and so on (Aisha, 2022).

In 2022 new coffee shop companies have been established, thereby increasing the number of consumers in Cirebon City and its surroundings. However, without realizing it, coffee shops that have been established with relatively the same products and goals will sooner or later give birth to competition between the coffee shops themselves (Tri Sulistiowati, 2019). This is very relevant to the results of Afriyanti & Rasmikayati's (2018) research which explains that the problem faced by every coffee shop in several regions of Indonesia at this time is competition. To win the competition in general because it has satisfied and loyal consumers (Buchori Alma, 1993). Even in an atmosphere of competition, to be able to bring consumers back to the coffee shop is to make consumers feel satisfied after buying or consuming their products (Afriyanti & Rasmikayati, 2018). Thus, for coffee shop companies to survive and develop, they can be reached by satisfying their customers and if there is consumer dissatisfaction or complaints, the company immediately responds (Heung & Lam, 2003) so that consumers will not be left behind (Ruslan, 2013). Therefore, consumer satisfaction is a very important element for the company because customer satisfaction will have many beneficial impacts on the company in the long term (Murtiyanto, 2018).

Based on a preliminary survey in May 2022 of 15 random coffee shop consumers in Cirebon City, initial information was obtained that the condition of consumer satisfaction was in the "quite satisfied" category. This condition is almost the same as that of Starbucks coffee shop customer satisfaction in China which is in the "low" category for its attention to consumers (Liu et al., 2022), the condition of coffee shop consumers during the Covid-19 pandemic was dissatisfied as much as 78% (Nappy, 2021), and the condition of frozen fish consumer satisfaction in Jakarta is also low (Jackxander, 2018). However, these four conditions are different from the satisfaction conditions of coffee shop consumers in Jakarta (Lorenssa et al., 2020), the conditions of satisfaction of coffee shop consumers in Manado City (Lian et al., (2020), coffee shop consumers in Semarang City (Permatasari et al., 2021), coffee shop A consumers in Yogyakarta City (Syahputra et al., 2015), and coffee shop consumer satisfaction conditions at Voltvet Eatery and Coffee Denpasar (Pranata et al., 2019), all five of which are in the "very satisfied" category. In addition, the percentage of coffee shop consumers in Cirebon City who are quite satisfied and dissatisfied is 50% (greater than 25%), so it can be said that the condition of coffee shop consumers in Cirebon City is experiencing problems with customer satisfaction (Kotler, 2000). Therefore efforts to build coffee shop customer satisfaction are very important to do (Ruslan, 2013).

Several previous studies related to efforts to increase or build customer satisfaction include: 1) (Liu et al., (2022) concluded that optimizing the quality of products and services can be a strategy to increase consumer satisfaction; 2) Thomas et al., (2021) explained that the variables of service quality and product quality affect coffee shop customer satisfaction in Malaysia; 3) Ratnasari and Wachdijono (2021) relate that to build coffee shop customer satisfaction during the Covid 19 pandemic, it can be done by increasing the value of the product variables, price, place, promotion, process, service and physical evidence (7 P); 4) Setiawan et al., (2021) explained that to build coffee shop customer satisfaction, you can improve the product and service quality variables; 5) Eva Rosdiana and Wachdijono (2021) recommends that in order for the coffee shop business to develop in the SDGs era, business actors pay attention to social media variables, atmosphere

variables and building variables; 6) Duman (2020) concludes that food quality, service quality and atmosphere quality influence significant and positive on coffee shop customer satisfaction in Turkey; and 7) Adeleke (2019) concluded that successful coffee shop owners are actively involved in daily business operations and in the community; providing premium products; using social media for marketing, promotion, and branding; use competitive prices; precise about its location; provides outstanding customer service and personalization, and has marketing points of differentiation to promote its product brands.

Based on the previous studies above, in this study, there is a research gap in the form of a theoretical gap (Miles, 2017). In the theoretical gap, there is a difference in the results of previous studies, especially in the variable condition of the level of consumer satisfaction, namely some are in the category of "quite satisfied" and "not satisfied" and some are in the category of "very satisfied". Therefore this research can close this gap. There is a research gap, so this research contains an element of originality that can be useful in developing knowledge, especially about consumer behavior, and contributing as a technical reference for coffee shop business people in particular. The purpose of this study is to build coffee shop customer satisfaction based on the loading factor value on the indicators, where the analysis instrument is considered more effective. Thus this research entitled: **Building Coffee Shop Consumer Satisfaction** is feasible to carry out.

RESEARCH METHODOLOGY

The research location was determined deliberately, namely in Cirebon City, West Java Province, the Republic of Indonesia, on the grounds that this city can astronomically reflect the condition of cities or regions (countries) located on the 60 south latitudes around the world. In addition, in the city of Cirebon, there are many coffee shop companies with a modern style. The research was conducted in May–October 2022 using a descriptive quantitative design and survey method. The research population is coffee shop consumers in Cirebon City whose number is unlimited, so the technique of determining the number of samples is based on a predetermined loading factor which is equal to 0.5 so that the total sample is 120 respondents (Hair et al., (2010). Data analysis used the Structural Equation Model (SEM) instrument with the Structural Analysis of Moment (AMOS) application.

The variable in this study is consumer satisfaction (Y), along with its five indicators, namely: 1) feeling satisfied (Y1); 2) Rebuy (Y2); 3) Fulfilled expectations (Y3); 4) Positive comments (Y4); and 5) Don't care about other brands (Y5), (Tjiptono, 2012; Kotler, 2009). Operationalizing these variables and indicators can be seen in Table 1.

Table 1. Operationalization of research variables and indicators

Variable	indicator	Measurement Scale	Units of measurement
Consumer satisfaction (Y)	1) Satisfied (Y ₁);	Ordinal (Likert skala)	5 = Strongly agree
	2) Repurchase (Y ₂);		4 = Agree
	3) Meet expectations (Y ₃);		3 = Simply agree
	5) Good comment Y ₄)		2 = Disagree
	6) Not care (Y ₅).		1 = Strongly disagree

Source: Riduwan (2015)

Table 1 shows that to measure the five indicators of the variable consumer satisfaction (Y) using a Likert Scale, which is a scale that shows the level of agreement or disagreement of respondents towards statements compared to the facts (Riduan, 2015). To use the Liker Scale can be seen in Table 3.

Table 3 Provisions using a Likert Scale

Likert Scale	Category	Provision
5	Strongly agree	If the statement closely matches the facts
4	Agree	If the statement matches the facts
3	Simply agree	If the statement adequately corresponds to the facts
2	Disagree	If the statement does not match the facts
1	Strongly disagree	If the statement is not by the facts

Source: Sugiyono (2017)

RESULTS AND DISCUSSION

Based on the research data that has been collected and processed, then a discussion is carried out which can be seen in Figure 2, Table 4, and Table 5.

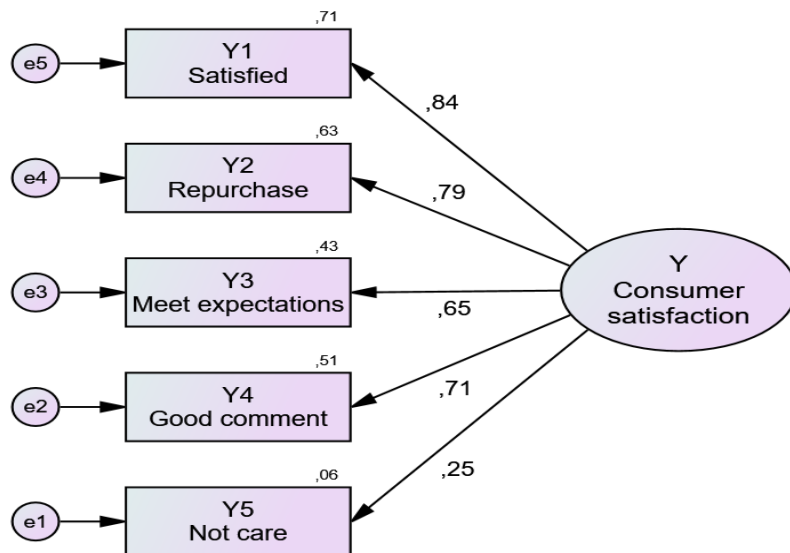


Figure 2. Factor loading value on each indicator of consumer satisfaction variable (Y)
 Source: SEM-AMOS analysis results 2022

Figure 2 shows the loading value of each indicator on the consumer satisfaction variable (Y) where the highest value is on the satisfied indicator (Y1) of 0.84, followed by the repurchase indicator (Y2) of 0.79, the good comment indicator (Y4) of 0.713, the indicator meets expectations (Y3) and the lowest is the not care indicator (Y5) of 0.25. This method of calculating the loading factor is also in line with the discussion in several previous studies (Wachdijono et al., 2022; Wachdijono, 2022). To find out the significance of each indicator (Y1, Y2, Y3, Y4, Y5) to variable Y can be seen in Table 4.

Table 4. The significance of each indicator to variable Y

		Estimate	S.E.	C.R.	P	Label
Y5 <---	Y_Consumer_satisfaction	1,000				
Y4 <---	Y_Consumer_satisfaction	1,881	,735	2,560	,010	par_1
Y3 <---	Y_Consumer_satisfaction	1,675	,662	2,531	,011	par_2
Y2 <---	Y_Consumer_satisfaction	2,986	1,153	2,589	,010	par_3
Y1 <---	Y_Consumer_satisfaction	2,546	,979	2,601	,009	par_4

Source: SEM-AMOS analysis results 2022

Table 4 explains that all the loading factor values on the Y1, Y2, Y3, Y4, and Y5 indicators for the Y variable are significant, so it can be concluded that the satisfied indicator (Y1) which has the highest loading factor value, can be a priority scale or the main guideline to build coffee shop customer satisfaction in Cirebon City. This condition can also be interpreted that consumers wanting coffee shop entrepreneurs to always pay more attention to the satisfied indicator (Y1) if they want to build consumer satisfaction. Therefore efforts to build consumer satisfaction are based on the desires or behavior of the consumer itself so that the level of effectiveness is very high. This is following the opinion of Setiadi (2013) which explains that to support business continuity and anticipate the risk of competition in the coffee shop business in this modern era, business actors must study the concept of consumer behavior, for example implementing the great customer experience strategy by Starbuck (Baihaki, 2021) and experiential marketing (Ellitan, 2022). This is because competition itself occurs due to consumer behavior itself (Leonita & Tulistyantoro, 2017).

To build coffee shop customer satisfaction based on the satisfied indicator (Y1), several practitioners and academics convey the following:

- 1) From Practitioners, to build coffee shop customer satisfaction through efforts: fast service, availability of various brewing tools, instagrammable room concepts, good waiter or barista welcome (Indonesia, 2022), online marketing, application-based services, facilities drive-thru, customer loyalty program innovation (Baihaki, 2021).
- 2) From academics (researchers), building customer satisfaction for coffee shops can be reached by always paying attention to the 7 P variables, namely: product, price, promotion, place, service, process, and physical evidence (Pramesty et al., 2022; N & Adilla, 2022; Utami & Kamilia, 2017; Faqih et al., 2022), technology (Widiana, 2022; Yogantari & Ariesta, 2020), product innovation (Maidina et al., 2021; Aryoni et al., 2019; Wachdijono et al., 2019; Wildana & Furqoni, 2019; Suparyana et al., 2020), interior design and meeting rooms (Leonita & Tulistyantoro, 2017).

Building consumer satisfaction aims that consumers not leave the coffee shop or do not move to another coffee shop. Therefore it becomes very important to retain consumers that have been achieved. According to Kotler (2000), there are six reasons why companies must protect and retain their customers, namely: 1) existing customers have greater prospects of providing benefits to the company; 2) the costs incurred by the company in maintaining and maintaining existing customers are much smaller than finding new customers; 3) customers who trust an institution in a business matter, tend to also trust in other business matters; 4) If an old company has many old customers, then the company will benefit because of efficiency; 5) Old customers certainly have had many positive experiences related to the company, thereby reducing psychological and socialization costs; and 6) old customers will try to defend the company and will refer the company to friends and their environment.

CONCLUSION

Based on the results of the discussion above, it can be concluded that building coffee shop customer satisfaction in Cirebon City, West Java Province, Republic of Indonesia is guided by the "satisfied" indicator, so that efforts can be taken, namely: 1) fast service, 2) availability of various tools brewing, 3) instagrammable room concept, 4) friendly waitress or barista welcome, 5) online marketing, 6) application-based services, 7) drive-thru facilities, 8) customer loyalty program innovation, 8) product innovation, 9) branding technology, 10) meeting rooms, and 11) always pay serious attention to the marketing mix (7 P). Therefore it is suggested to coffee shop managers in Cirebon City seriously increase their attention to the "satisfied" indicator and their efforts to build customer satisfaction. It

is suggested to other researchers do further research on coffee shop consumer preferences to build consumer satisfaction to develop knowledge that is more useful both theoretically and practically.

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