


ANALYSIS OF COFFEE CONSUMER SATISFACTION AT “KEDAI BENTO” IN SOLO, SALATIGA, AND YOGYAKARTA BRANCH

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ARTICLE INFO	ABSTRACT
Received: Revised: Approved:	<i>This study aims to determine the attributes that are considered important by consumers in order to achieve customer satisfaction, determine the level of satisfaction or the level of consumer suitability for products and services at Kedai Bento Kopi, and determine the attributes that need to get priority from the company to be improved in order to achieve this. customer satisfaction. This research was conducted at the Bento Coffee Shop. The sample used is 44 respondents using purposive sampling method. Data obtained by distributing questionnaires and correspondence directly. This research uses a descriptive method. The results of this study indicate that the product quality attributes that are considered important are sorted from large to small: coffee flavor formulation, coffee taste balanced between bitter, sweet, and sour, consistent coffee taste in every serving. The level of service quality performance is sorted by attributes with the highest percentage level being employees providing drink recommendations when consumers are confused in choosing a menu. The highest level of consumer satisfaction with product quality: Attributes Consumers prefer to enjoy drinks in cold conditions with a percentage of (56.4%) and the smallest attribute at an affordable coffee bento price which is 16.3%, and the presentation of Bento Coffee products is 27, 3%.</i>
KEYWORDS	Coffe, Costumer Satisfation, Kedai Bento Kopi
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INTRODUCTION

Consumer behavior is a process and activity when a person relates to the search, research, purchase, use, and evaluation of products and services to fulfill needs and desires (Matsaini, 2013). Products purchased by humans is a process that begins with the buyer's awareness of the problem of need. Coffee is one of the most popular drinks in Indonesia because of its taste and aroma. Consuming coffee has become one of the needs and lifestyles of today's society.

The form of modern coffee shops is very diverse, from coffee shops that seem exclusive to standard coffee shops. These shops certainly have their own characteristics, ranging from the concept of place, the concept of sales, the concept of packaging, the concept of the menu, to the concept of an attractive service. The combination of several factors then becomes an attraction for consumers.

Coffee shops are very popular destinations, especially young people to just relax or gather with friends to enjoy different types of coffee. From the large number of requests for coffee, opening a coffee shop business so that currently many have sprung up which makes the competition even tighter. In the face of competition, one must be good at making strategies that become the needs, desires and tastes of consumers. Coffee shops are not only known as places to enjoy drinks, but are also known for the services provided, coffee shops must also be supported by quality products and satisfactory services. With a service that makes satisfied consumers will come back again and even recommend to their friends. Kedai Bento Kopi is a coffee shop that has a history from zero to become a favorite shop for all people.

With this research, it is hoped that it can provide benefits and as a valuable input for the benefit of analyzing customer satisfaction and the percentage of service in Bento coffee shop. It is also hoped that the product quality attributes that are considered important are sorted from large to small: coffee flavor formulation, coffee taste balanced between bitter, sweet, and sour, consistent coffee taste in every serving.

RESEARCH METHOD

This research was conducted at Bento Kopi which has branches in each region such as Salatiga, Solo, and Yogyakarta. The time of the research was carried out from 20-21 June 2022. The number of respondents was determined as 44 people. The number of respondents selected was in accordance with statistical standards that the minimum sample size was greater than or equal to 30 (n 30) (Kerlinger and Lee, 2000). Determination of respondents based on purposive sampling or deliberately with certain criteria. Respondents are coffee buyers of all types and often buy coffee at Bento Kopi.

The next method stage is the determination and classification of customer satisfaction attributes for products and services, as well as the preparation of questionnaires. The data obtained are primary data from interviews with respondents using a questionnaire or questionnaire. Data analysis used descriptive method by classifying the results of questionnaires or questionnaires with a percentage scale. After data analysis, the attributes that are considered important, priority attributes and the level of consumer satisfaction with products and services will be obtained.

RESULT AND DISCUSSION

1. Company Overview

Bento Kopi is a coffee shop that has many networks spread across various areas such as Solo, Yogyakarta, Salatiga and Surabaya. Under the auspices of Bento cafe Group, Bento Kopi was founded by a young entrepreneur in Yogyakarta, Hairul Umam Bento. Bento's company name became PT. Young Wakes the Universe. This company is engaged in the cafe business, contractor to real estate. The cafes currently managed by Bento are, Bento coffee 4 branches, Relasi coworking, Eplus coworking, Ruminant coffee & roastery, Carney coffee & coworking. As for contractors and real estate, their businesses are engaged in construction and housing. Now, Bento Kopi already has more

than 15 branches in every area. With the number of existing employees, cafe managers expect that consumers get maximum service.

2. Analysis of Attributes Considered Important by Bento Coffee Consumers

Attributes that are considered important by consumers are obtained by calculating the total score for each attribute. The greater the total score for each attribute, the greater the importance of the attribute. The degree of importance for products and services at Bento Kopi can be seen in Table 1.

Table 1. Respondents' assessment of the importance of product attributes at Bento Kopi

Number	Attribute	Percentage
1	Consistency Of Coffee Taste In Every Serving	24,1%
2	The Taste Of Coffee Is Balanced Between Bitter, Sweet, And Sour	15,5%
3	Coffee Flavor Formulation	60,4%

Based on the results of the study, it was shown that the attribute with the largest percentage was the formulation of coffee flavor for each serving with a total percentage of 60,4%. While the consistency attribute of coffee taste in each serving is 24,1%, this indicates that the taste in Bento Kopi has not changed in maintaining coffee quality. The taste attributes of kopu are balanced between bitter, sweet, and sour by 15,5%. The overall taste attribute is almost always the most important attribute because the taste of a product is the main picture or image of the quality of a product.

3. Performance Level Analysis

Analysis of the performance level of Bento Kopi is done by calculating the percentage of the assessment of each attribute so that it is known that consumer ratings of performance at Bento Kopi are known. The greater the percentage obtained, the better the respondents' assessment of Bento Kopi's performance. Respondents' assessment of the importance of service attributes at Bento Kopi can be seen in Table 2.

Table 2. Respondents' assessment of the importance of product attributes at Bento

Number	Attribute	Percentage
1	The Environment Around The Cafe Is Clean	11,4%
2	Consumers Prefer Self-Service	27,2%
3	Consumers prefer employees who deliver orders to the table	4,1%
4	WIFI internet access speed	10,9%
5	Employees provide drink recommendations when consumers are confused in choosing a menu	31,8%
6	Employees have courtesy and friendliness with consumers	7,7%
7	Sufficient chairs and tables	6,9%
	Total	100%

The level of product and service performance can be seen in Table 2. Based on the results of the questionnaire, the attribute performance level with the highest percentage level is that consumers provide drink recommendations when consumers are confused

about choosing a menu of 31.8%. This is because employees will be faster in serving coffee. The attribute with the smallest percentage is equal to. Consumers prefer employees who deliver orders to the table, which is 4.1%. Attributes of consumers prefer self-service by 27.2%. The clean environment of the café contributed 11.4% to the percentage. Employees have courtesy and friendliness with consumers is an attribute with a percentage of 7.7%. Chairs and tables are adequate with an attribute value of 6.9%.

4. Bento Coffee Consumer Satisfaction Level Analysis

Satisfaction is a key indicator in winning customer loyalty to a specific brand in the long run (Mittal and Kamakura, 2001), and it is a determinant in long-term business. In other words, satisfaction and loyalty are two distinct stages in the customer's response to the company's offerings. Satisfaction is an initial stage in the customer's response to a company's offering whereas loyalty is the following stage in such a response (Torres-Moraga, Vasquez-Parraga, and Zamora-Gonza'lez, 2008). So, based on the relationship between customer satisfaction and brand loyalty from previous studies conducted by Anderson and Sullivan (1993), Awan and Rehman (2014), Ene, and Özkaya (2014), Fornell (1992), LaBarbera and Mazursky (1983), and Nam et al 2011, this study proposes that: H6: Customer satisfaction has a positive effect on brand loyalty

Loyalty is a strong attachment to the brand evidenced by such behavior as remaining attached to the company, recommending its products, purchasing additional products or services from it, and so on (Crosby, 2002). There are numerous definitions for brand loyalty in the marketing literature. One of the first definitions of brand loyalty was given by Jacoby and Kyner, (1973)

The percentage of performance and the percentage of interest can form satisfaction, because satisfaction is a match between the company's performance received by consumers and the expectations desired by consumers (Ainy et al, 2012). For the level of satisfaction or level of conformity, if the percentage obtained is between 80-100%, it can be said that the performance of each attribute has met the interests of consumers but still needs to be improved, whereas if the percentage obtained is more than 100%, it can be said that the performance of these attributes have exceeded the interests of consumers (Lodhita 2014). The results of respondents' assessment of the level of importance and level of performance as well as the level of satisfaction for products and services at Bento Kopi can be seen in Table 3.

Table 3. Respondents' assessment of the level of consumer satisfaction Bento Kopi.

Number	Attribute	Percentage
1	Consumers Prefer To Enjoy Drinks In Cold Conditions	56,4%
2	Affordable bento coffe shop product	16,3%
3	Coffee Bento Product Presentation	27,3%

Based on table 3 that the Consumer Attributes prefer to enjoy drinks in cold conditions with a percentage of 56.4%. And the smallest attribute in affordable coffee bento prices is 16.3%. The presentation attribute of the Kopi Bento product consumers chose that attribute by 27.3%. From these attributes, it can be concluded that the attribute that most influences the satisfaction of Bento Coffee is that consumers prefer to enjoy drinks in cold conditions.

CONCLUSION

Based on the analysis that has been done previously, it can be concluded several things as follows:

1. Product quality attributes that are considered important are sorted from large to small: coffee flavor formulation, coffee taste balanced between bitter, sweet, and sour, consistent coffee taste in every serving.
2. The level of service quality performance is sorted by attributes with the highest percentage level being employees providing drink recommendations when consumers are confused in choosing a menu, consumers prefer self service coming, the environment around the cafe is clean, chairs and tables are adequate, employees have courtesy and friendliness with consumers, WIFI internet access speed, consumers prefer employees who deliver orders to the table.
3. The highest level of consumer satisfaction with product quality: Attributes Consumers prefer to enjoy drinks in cold conditions with a percentage of (56.4%) and the smallest attribute at an affordable coffee bento price which is 16.3%, and the presentation of Bento Coffee products is 27.3%.

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