

FACTORS RELATED TO CONSUMER SATISFACTION IN BUYING COFFEE AT A COFFEE SHOP (CASE STUDY : KOPI OM WARI, BIREUEN REGENCY, ACEH)

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Abstract

Coffee shops are popular destinations for Indonesians, not only for elders but also young people. Consumer satisfaction in buying coffee is one factor that needs to be analysed since it will have an impact on coffee shop sales. The objectives of this research is to analyse the factors that are related to consumer satisfaction in purchasing coffee at Kopi Om Wari. The research location was at Kopi Om Wari since this coffee shop has a very large number of consumers and has survived for a long time despite other Coffee shops that were forced to close their businesses amid the many competitors that exist. The samples used were consumers who had purchased and visited Kopi Om Wari, with a total of 100 samples. The data analysis method used in this research uses the Spearman Rank Test. This research shows that Product Quality, Service Quality, Emotional, Price and Cost factors have a significant and positive relationship with consumer satisfaction.

Keywords: *Coffee Shop, Consumer Satisfaction, Spearman Rank Test*

1. INTRODUCTION

Indonesians had a tradition of consuming coffee for a long time (Gumulya and Helmi, 2017). Many people drink coffee in Indonesia, and their ages range from teenagers to older people (Torres-Collado et al., 2018) and almost everyone in between. Coffee has become a leisure for some people (Bae et al., 2014). Coffee shop are the main destination for young people because it become a lifestyle (Utama et al., 2021) and a necessity for the community (Gumay, Ginting and Pohan, 2021). Coffee shops are a very popular destination for Indonesians. In their leisure time, Indonesians like to socialise and gather at coffee shops. Every year, coffee consumption in Indonesia rises and reaches a high value in 2020/2021. The International Coffee Organization data state that Coffee consumption in Indonesia surpassed 5 million 60-kilogram bags during 2020-2021. The International Coffee Organization (ICO) recorded that there were 4.81 million 60-kilogram bags of coffee consumed during the period, an increase of 4.04% (International Coffee Organization, 2021). Indonesia's coffee consumption in 2020-2021 has also increased in the last ten years.

Currently, coffee shops have sprung up, especially in Aceh, which is also known as the "city of 1001 coffee shops". One of the Aceh cities with many coffee shops is Bireuen Regency. Each coffee shop in Bireuen has its characteristics and offers its uniqueness to attract customers. Many coffee shops try to develop their characteristics or uniqueness to provide value to customers' preferences. Kopi Om Wari is one of the Coffee Shops in Bireuen City. Researchers made observations at the beginning of the observation, knowing that Kopi Om Wari has a huge number of consumers coming to the Coffee Shop. Kopi Om Wari is a well-known Coffee Shop in Bireuen City. It has survived for a long time until now despite other Coffee shops that were forced to close their businesses amid the many competitors that exist. Running a business is a difficult thing for every business actor. Based on an interview with the owner of Kopi Om Wari, the problem faced by this Coffee Shop is that sales have decreased over the past year, which has become a problem for the business. From the background described, it is necessary to research and analyse the factors

that are related to consumer satisfaction in coffee shops. Furthermore, we could analyse customer satisfaction in coffee shops to provide information for business owners.

2. LITERATURE REVIEW

When consumers are satisfied with a product, they are likely to repurchase it. This is a significant advantage for a business actor and significantly impacts the income of a business. There are five main factors that business actors must pay attention to in determining the level of consumer satisfaction.

2.1 Product Quality

When consumer evaluation shows that the quality of the product is very good, consumers will feel satisfied. Product quality is the capacity of a product to perform its function, including durability, reliability, accuracy, ease of operation and maintenance, and other essential properties. Companies can implement the "Total Quality Management (TQM)" program to improve the quality of their products (Daga, 2017). The most important thing that consumers demand from business actors is product quality. Quality refers to a product or service's overall qualities and attributes that affect its capacity to satisfy consumer.

2.2 Quality of service

If consumers receive good service or the service meets their expectations, they will feel satisfied. Service quality is a measure that identifies quality of business actors to fulfill consumer demands. Therefore, listening to what consumers want in the service industry helps foster a consumer-oriented attitude. Products with high quality service can satisfy consumers (Adhari, 2019).

Service is any treatment or thing that someone can give to another person and is essentially intangible and does not give rise to ownership. Customers are generally most satisfied and more likely to repeat purchases when a manufacturer or business offers high-quality service. Services can be categorized in three forms, namely: verbal services, written services, and deed services (Sarah, Purba and Anggraini, 2020)

2.3 Emotional

If customers utilize products from a particular brand, which has a greater level of customer satisfaction, they will feel proud of themselves and gain confidence that others will admire them. It is the social value that makes a brand dearer to customers than product excellence that gives rise to satisfaction.

2.4 Price

A high value for consumer satisfaction is obtained from the price when the product has the same quality while the price is still affordable. Some studies show that price affects the level of customer satisfaction (Effendy, Khuzaini and Hidayat, 2019; Ananda and Sumitro, 2020)

2.5 Costs

Consumers will be more satisfied with a product or service if they no longer waste time and money to get the product (Inrasari, 2019). When customer satisfaction is fulfilled, it will provide benefits to business actors because relationships with consumers become harmonious, so that the urge to repurchase the product is created. In addition it can make a positive experience for

consumers that it can result in consumers being willing to recommend products to other consumers and also increase the sales.

3. MATERIAL AND METHOD

The research location was determined purposively at Kopi Om Wari, Kota Juang District, Bireuen Regency, Aceh. This place was chosen because it is a well-known Coffee Shop with many visitors. In addition, this coffee shop has survived for a long time compared to several other competitors who have closed their businesses. It is the only Coffee Shop that provides many attractive promos and implements a ready-to-deliver system. Another consideration is that there has been no research on this topic. Population in this research is all of consumers who came to Om Wari in 2023 and make purchases. The sampling technique by accidental sampling, method of selecting samples based on chance, meaning that anyone the researcher meets by chance can be used as a sample if they are deemed suitable as a source of the required data. Determining the sample size in this study used the Lemeshow formula (Riduwan and Akdon, 2010) because the population size in this study was unknown. Determining the number of samples uses the following calculation.

where n is the number of samples, Z is the confidence level in determining the sample 95% (1.96), P is the maximum estimate, and d is the error rate. From the formula above, the calculation for determining the sample size uses the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%, resulting in 100 samples. The data collected in this research is primary data and secondary data. The primary data for this research was obtained directly from the research location by distributing questionnaires to Coffee Shop consumers at Kopi Om Wari. Meanwhile, secondary data was obtained from literature studies, documentation, literature, theses, and books related to this research. In this study, researchers provide alternative answers for the variable's product quality, service quality, emotionality, price, costs, and consumer satisfaction, ranging from strongly disagree to agree with a score of 1 to 5. As for measuring the Likert scale in research is given a score on each variable, namely:

1. Strongly Agree (SA) ; score (5)
2. Agree (A) ; score (4)
3. Less Agree (LA) ; score (3)
4. Disagree (D) ; score (2)
5. Strongly Disagree (SD) ; score (1)

The data obtained will be analyzed using a test Non-Parametric Analysis, namely Test Spearman's Rank Correlation Coefficient. This test measures the closeness of the relationship between two variables. Statistical tools used through help SPSS (Statistical Package for Social Sciences). SPSS is a program that can be used on Windows to analyze data and perform statistical calculations for both parametric and non-parametric statistics (Ghozali, 2018). To analyze the closeness of the relationship can be seen based on the correlation coefficient value (r) (Fatimah and Nuryaningsih 2018), namely:

- 0 - 0.199 : very low level of relationship
- 0.20 - 0.399 : low level of relationship
- 0.40 - 0.599 : medium level of relationship
- 0.60 - 0.799 : strong relationship level.
- 0.80 - 1.000 : very strong relationship level

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The correlation coefficient (r), whether positive or negative, indicates that the relationship is leaning in the same direction. Thus, the higher the value of the variable, the more satisfied customer is with the purchase of coffee at Kopi Om Wari. Conversely, a negative value indicates an unidirectional relationship, which means that the greater the value of a variable, the less satisfied the consumer is with his purchase at Om Wari Coffee Shop.

4. RESULTS AND DISCUSSION

Factors that have a relationship with consumer satisfaction in buying coffee at Kopi Om Wari are Product Quality, Service Quality, Emotional, Price and Cost. The result analysis for these variable is shown on Tabel 1.

Table 1. Correlation Test Between Product Quality, Service Quality, Emotional, Price, and Cost to Consumer Satisfaction

	Correlation Coefficient	Significance	Relation
Product Quality	0.683	0.000	Strong
Service Quality	0.660	0.000	Strong
Emotional	0.774	0.000	Strong
Price	0.723	0.000	Strong
Cost	0.681	0.000	Strong

Source : Primary Data, 2023.

Table 2 shows the correlation between product quality and customer satisfaction. The significance value is $0.000 \leq \alpha 0.05$ indicates that there is a significant relationship between product quality and customer satisfaction. Correlation coefficient of product quality is 0.683 indicates that there is strong relation between product quality and customer satisfaction at Kopi Wari. Product quality is related to its ability to satisfy consumer needs in a product. The better the quality of a product, the better consumer satisfaction will be obtained. So, there is a need to improve product quality which can increase satisfaction and consumers make repeat purchases of a beverage product offered. The results of Rank Spearman Test in this research show that product quality has a positive relationship with consumer satisfaction in purchasing at Kopi Om Wari because the product quality offered by Kopi Om Wari Coffee matches consumer tastes and receives positive responses to them.

Table 2 shows the correlation between service quality and customer satisfaction. The significance value is $0.000 \leq \alpha 0.05$ indicates that there is a significant relationship between service quality and customer satisfaction. Correlation coefficient of product quality is 0.660 indicates that there is strong relation between service quality and customer satisfaction at Kopi Wari. The quality of service provided can attract customer interest in buying drinks at the Coffee Shop. Good service quality will result in high satisfaction and continued repeat purchases. So, relationship between service quality and customer satisfaction is needed to increase profits at Kopi Om Wari Coffee Shop. Furthermore, The results of Rank Spearman Test in this research show that service quality has a positive relationship with customer satisfaction in purchasing Kopi Om Wari Coffee Shop drinks because the quality of service offered by Om Wari Coffee Shop matches customer tastes and receives a positive response.

Table 2 shows the correlation between emotional and customer satisfaction. The significance value is $0.000 \leq \alpha 0.05$ indicates that there is a significant relationship between emotional and

customer satisfaction. Correlation coefficient of emotional is 0.774 indicates that there is strong relation between emotional and customer satisfaction at Kopi Om Wari. Customer emotions or feelings greatly influence the customer satisfaction and choice in purchasing product. So, there is a need for consumer feelings that are always positive. The results of Rank Spearman Test in this research show that the emotional variable has a positive relationship with consumer satisfaction in purchasing Kopi Om Wari Coffee Shop drinks because of feelings of joy, comfort in expressing oneself as a coffee lover and fulfilling the lifestyle and current trends in accordance with consumers and getting positive response to it. Table 2 shows the correlation between price and customer satisfaction. The significance value is $0.000 \leq \alpha 0.05$ indicates that there is a significant relationship between price and customer satisfaction. Correlation coefficient of price is 0.774 indicates that there is strong relation between price and customer satisfaction at Kopi Wari. Price is a measure for consumers whether the desired beverage product is affordable so customer able to buy the product regularly. The results of the Rank Spearman Test show positive relationship between price and consumer satisfaction in buying coffee at Kopi Om Wari. It means that the price offered is low and in accordance with product specifications with good quality so that many consumers buy products at Kopi Om Wari.

Table 2 shows the correlation between cost and customer satisfaction. The significance value is $0.000 \leq \alpha 0.05$ indicates that there is a significant relationship between cost and customer satisfaction. Correlation coefficient of price is 0.681 indicates that there is strong relation between cost and customer satisfaction at Kopi Wari. The more affordable the costs are for consumers, the more attractive it will be for consumers to visit that place more often. Costs incurred by consumers can be in the form of additional costs before getting the desired product, such as transportation costs when going to Kopi Om Wari, as well as parking costs and additional costs if consumers want to add some additional condiments to a beverage product. The results of the Spearman Rank Test in this research show that the cost variable has a positive relationship with consumer satisfaction in purchasing Kopi Om Wari Coffee Shop drinks because the more affordable the costs are for consumers when they want to get a product or when visiting their destination, the more consumer satisfaction will increase so that it is appropriate.

5. CONCLUSION

Factors that have a relationship with consumer satisfaction in buying coffee drinks at Kopi Om Wari are Product Quality, Service Quality, Emotional, Price and Cost factors. These factors have a strong and positive relationship and have a significant correlation with consumer satisfaction. The result could be an information for Kopi Om Wari and other coffee shops to analyze customer satisfaction.

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