A STUDY ON THE IMPACT OF COFFEE LELET JHON SERVICE QUALITY ON CUSTOMER

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Abstract

A representative food service sector that frequently meets fundamental human requirements is coffee. The younger generation consumes more than the middle and older generations combined among consumers. They base their decision to buy from the coffee shop on its distinctiveness and distinctive features, such as its upscale interior, premium drinks, selective marketing, and varied menus. Coffee shops provide simple meals, a place to study, a place to work, and a comfy place to rest, among other things. This study conducted an empirical investigation of the variables influencing coffee customers' purchase decisions. The method of this study is descriptive qualitative and uses primary and secondary as the data. Then, the purposive sampling techniq used to determine sampling of location and participans, which number of seventy five participants. The data analyzed used IPA (Importance Performance Analysis) and CSI (Customer Satisfaction Indeks). The analysis showed that the IPA matrix or known as product quality was in quadrants I and quadrants II. While CSI result is 72%, could be concluded that customer are satisfied about product and service in Lelet Coffee Shop John Lasem. Lelet Coffe Shop John Lasem is espected to make continuous improvements to quality atributtes off cofffee drinks as with customer expectations.

Keywords : *Customer Satisfaction, Coffee Drinks, CSI, IPA*

1. INTRODUCTION

Importance-performance analysis was introduced by [1]. It is based on the mean performance and mean importance obtained from surveyed respondents for each of several attribute or characteristics of a service or product. IPA is a popular tool for formulating a management strategy as it is simple, intuitive, and does not require much knowledge of statistical techniques [2].

Eating out has long been a daily routine for modern people. Coffee is a representative restaurant industry that satisfies basic human needs. The sophisticated physical environment of coffee shops, the sophistication of beverages, emotional marketing, and diversification of menus provide a wider range of choices for customers' visit and revisit decisions.

Coffee consumers make purchasing decisions based on characteristics of the coffee shop. It is thought that the characteristics affecting purchase decision of the younger generation, who are relatively high in visiting coffee shops, will be different from those of the middle-aged and older generations. Thus the coffee shops have various purposes, such as serving coffee and a simple meal, a place to study and work, and a comfortable rest area. In 1888, a hotel in Incheon, the port of opening, opened an annexed coffee shop selling coffee, which was said to have led the nation's coffee industry [3].

Coffee is one of the drinks often consumed by Indonesians. In addition, coffee is used as a reliable commodity in the Indonesian farming sector. Not only in Indonesia, but many people around the world are processing coffee into drinks and even quality foods and having a selling price [4]. Coffe shops, or what is commonly referred to as houses, bars, or coffee shops, became popular places in Rembang. Coffe shops began to be present in the middle, from the slopes to the city center. Coffee is one of the global beverages loved by some of humanity. For service firms, service attributes displayed in these quadrants help managers to identify areas with effective

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performance and prioritize areas needing improvement [5],[6][7]. This research identifies attributes that are potentially related to customer satisfaction in coffee shop services. Based on abundant academic evidence in service business, food and hospitality contexts. [8] Coffee can be enjoyed by almost any age group. Coffee is very easy to find, ranging from the side of the street to cafes or starry restaurants that offer varied types of coffee at different prices. John Lasem Coffee Shop is a store that has one of the brands of coffee products that exist in Rembang.

Research gap from Ranitaswari,[9] conducted research on the analysis of consumer purchasing attitudes toward products seen from consumer behavior, which influences purchasing decisions, as well as attributes that can determine the purchase of products by consumers. The results of his research show that this analysis of consumer attitudes is already quite good, but there are some attributes in the purchase of products considered not so important. A lot of research has been conducted on the quality of service in the coffee field. Until now, most of the preceding studies have examined the relationship between price sensitivity and service quality, customer satisfaction, service quality, and behavior, but not many have empirically analyzed the relationship between the service quality of coffee and the positive emotions of consumers.

Since the provision of excellent service quality can increase positive emotion and loyalty, it is necessary to evaluate quality status through measurement of coffee service quality and to establish and implement strategies for improving service quality accordingly. In other words, measurement of service quality is an essential element for providing high levels of service quality. Therefore, based on prior research, the factors of coffee service quality affecting positive emotion and loyalty were divided into interaction, physical environment, result quality, representativeness, and diversity. It is expected that this research will contribute to establishing policies related to coffee service quality in the future. Structural equation models were used to test the relationships with the factors described earlier. This is in line with the increasing demand for cocoa in the world market. [10], the number of world cocoa processing in 2021/2022 will reach more than 5 million tons, which is an increase of about 1.5% from the previous year, meaning that the level of world cocoa consumption has increased compared to the previous year.

Customer satisfaction with the products and marketing facilities offered plays an important role in the sustainability of John Lasem's slow coffee shop business. Especially today coffee business competition is increasing along with the increasing number of coffee connoisseurs and being able to produce similar products. In addition, changing consumer needs and expectations also require customer satisfaction analysis. In addition, the results of customer satisfaction analysis can be applied to improve product competitiveness and determine accurate marketing strategies in accordance with market demand. Therefore, this study aims to analyze the level of consumer satisfaction of chocolate products and marketing facilities produced by lelet coffee shops located in Lasem District, Rembang Regency.

2. IMPLEMENTATION METHOD

The research method was descriptive analytical. According to [11], descriptive analytical method is a method that serves to describe or provide an overview of the object under study through data or samples that have been collected as they are. The location decision method in this study is deliberately, which is carried out at the John Lasem Lelet Coffee shop located in Lasem District, Rembang Regency. Determination of the number of consumer samples in this study using the Linear time function. Sampling using the Linear time function can be done if the population is very large, so it cannot be known with certainty the number of samples involved in it [12]. Data sources taken from this study are primary data (data obtained from the first party directly involved in the problem to be discussed) and secondary data (data obtained in ready-made form). Data collection techniques are taken from questionnaires, interviews and documentation.

Data Analysis Method

Importance performance analysis (IPA) is also used to determine the level of importance of product attributes. IPA analysis can be used to rank the various attributes of the service pool and identify the necessary actions. [13] stated that IPA analysis can be used by service companies or other companies to prioritize service improvement when resources are limited. Stated that IPA can be used to measure the level of customer satisfaction in services, company performance and how much the service provider understands the customer's desire for the services provided. The data analysis method used is IPA analysis, which is an analysis used to determine the accuracy and suitability of a study. The stages in the IPA method are as follows:

1. Determine the level of conformity between importance and performance through comparison of importance and performance scores. Formula used:

$$\text{a.} \quad Tk_i = \frac{x_i}{y_i} \times 100\%$$

2. Calculate the average performance level ($\llbracket \overline{x} \rrbracket \_I$) and importance ($\llbracket \overline{y} \rrbracket \_I$) for each attribute that will affect consumer perception with the formula:

$$\bar{x}_I = \frac{\sum x_i}{n} \qquad\qquad \bar{y}_i = \frac{\sum y_i}{n}$$

3. Calculates the average of all performance levels ($\overline{x}$) and importance ($\overline{y}$), which are the limits on a cartesian diagram, with the formula:

$$\overline{\overline{x}} = \frac{\sum \bar{x}_i}{k} \qquad\qquad \overline{\overline{y}} = \frac{\sum \bar{y}_i}{k}$$

4. Mapping into cartesian diagrams to see the position of each dimension of coffee drink quality in John Lasem Coffee.

State that satisfaction is a feeling that arises in a person [14], whether happy or disappointed when comparing product performance results against their expectations. [15] customer satisfaction occurs when the service or product quality exceeds the expectations of consumers, but the opposite occurs when the service and quality of the product received by consumers is worse than their expectations, it will only make consumers dissatisfied. Furthermore, according to [16] overall customer satisfaction can be interpreted as the overall attitude displayed by consumers based on the feelings felt when consumers get services or products as expected by consumers.

CSI (Customer Satisfaction Index) analysis is an analysis used to determine the level of consumer satisfaction with a product. The analytical tools used are cartesian matrices and SPSS type 25. To find out the amount of CSI, the following steps can be done [17].

1. Menentukan *Mean Importance Score* (MIS) dan *Mean Satisfaction Score* (MSS), nilai ini berasal dari rata-rata tingkat kepentingan dan kinerja tiap atribut.

$$MIS = \frac{\sum_{i=t}^{n} Yi}{n} \qquad\qquad MSS = \frac{\sum_{i=t}^{n} Xi}{n}$$

2. *Weighting Factor* (WF), adalah fungsi dari *Mean Importance Score* arau nilai rata-rata tingkat kepentingan (MIS_i), masing-masing atribut dinyatakan dalam bentuk persen terhadap total *Mean Importance Score* (MIS_i) untuk seluruh atribut yang diuji.

$$WF_i = \frac{MIS_i}{total\ MIS_i}$$

3. *Weighting Score* (WS), adalah fungsi dari *Mean Satisfaction Score* dikalikan dengan *Weighting Factor* (WF).

WS= MSS x WF

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RESULTS AND DISCUSSION
Importance Performance Analysis (IPA)

To determine the performance of product attributes and its marketing facilities offered by coffee and chocolate outlets, an analysis of the performance level of several research attributes used in this research on the level of consumer satisfaction uses the importance performance analysis (IPA) method. The results can be seen in Table 2 and Figure Assessment of the Level of Conformity (Tk) between Performance and Importance.

Table 1. Comparison of the Level of Conformity (Tk) between performance appraisal and importance

No.	Attribute	Performance	Interests	Tk (%)
1	Full Shop Facilities(Wi-fi)	273	248	95,56
2	Wide Shop	263	275	95,63
3	The menu is presented accordingly	273	262	104,19
4	Employees respond to customer needs	264	282	93,61
5	The process of making menus is faster than in other shops.	284	258	110,07
6	Employees respond quickly if there are any obstacles	266	268	99,25
7	Employees are always confident when serving consumers	279	279	100
8	Employees are polite and friendly when serving consumers	291	277	105,05
9	Consumers are comfortable with their place	273	250	109,02
10	The aroma of coffee represents the taste of coffee	269	272	98,8
11	The aroma of coffee has a distinctive smell	288	254	113,38
12	Coffee has a bitter taste	271	276	98,18
13	Coffee has a strong flavor	254	284	89,43
14	Coffee feels light and smooth in the mouth	257	249	103,21
15	Coffee has a character that belongs to John's store	267	280	95,35
16	A balanced taste of coffee (manis dan pahit)	282	282	100
17	The coffee taste is consistent in every presentation	275	261	105,36
18	The taste of coffee lasts long in the mouth after drinking	235	217	108,29
19	Consumers feel more enthusiastic	291	211	137,91
20	Consumers feel disturbed by sleep patterns	281	197	142,63
21	If excessive coffee consumption	270	278	97,12

Source: Primary data is treated, 2023

The level of conformity of each statement is still below 100 percent, which means that the consumer is not satisfied with the performance of the store. To meet the level even better, the store should continue to improve the performance to meet consumer expectations so that the customer is satisfied and loyal in the purchase.

Table 2. Assessment of the Average Value of Performance and Importance of Each Attribute or Statement.

No.	Statement	Average Performance ($\bar{x}$)	Average Importance ($\bar{y}$)
1	Full Shop Facilities(Wi-fi)	3,64	3,30
2	Wide Shop	3,50	3,67
3	The menu is presented accordingly	3,64	3,49
4	Employees respond to customer needs	3,62	3,76
5	The process of making menus is faster than in other shops.	3,78	3,44
6	Employees respond quickly if there are any obstacles	3,54	3,57
7	Employees are always confident when serving consumers	3,72	3,72
8	Employees are polite and friendly when serving consumers	3,88	3,74
9	Consumers are comfortable with their place	3,64	3,33
10	The aroma of coffee represents the taste of coffee	3,58	3,62
11	The aroma of coffee has a distinctive smell	3,84	3,38
12	Coffee has a bitter taste	3,61	3,68
13	Coffee has a strong flavor	3,38	3,78
14	Coffee feels light and smooth in the mouth	3,42	3,32
15	Coffee has a character that belongs to John's store	3,56	3,73
16	A balanced taste of coffee (manis dan pahit)	3,76	3,76
17	The coffee taste is consistent in every presentation	3,66	3,48
18	The taste of coffee lasts long in the mouth after drinking	3,13	3,89
19	Consumers feel more enthusiastic	3,88	2,81
20	Consumers feel disturbed by sleep patterns	3,74	2,62
21	If excessive coffee consumption	3,6	3,70

Source: Primary data is treated, 2023

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**Assessment of the Average Number of Values of Performance and Importance.**
Determine the total average number of performance attributes and importance as follows:

$$1.\ \overline{\overline{x}} = \frac{\sum \overline{x}_i}{k} = \frac{75,60}{21} = 3,6$$

$$2.\ \overline{\overline{y}} = \frac{\sum \overline{y}_i}{k} = \frac{72,80}{21} = 3,4$$

The calculation of the average level of performance, or $⟦\overline{x}⟧\_i$, obtained a value of 3.6, while the result of the average importance, or $⟦\overline{y}⟧\_i$ is 3.4. The value is used as a divider in the Importance Performance Analysis diagram into four quadrant parts, namely quadrant I, quadrant II, quadrant III, and quadrant IV.

Cartesian Diagram Analysis
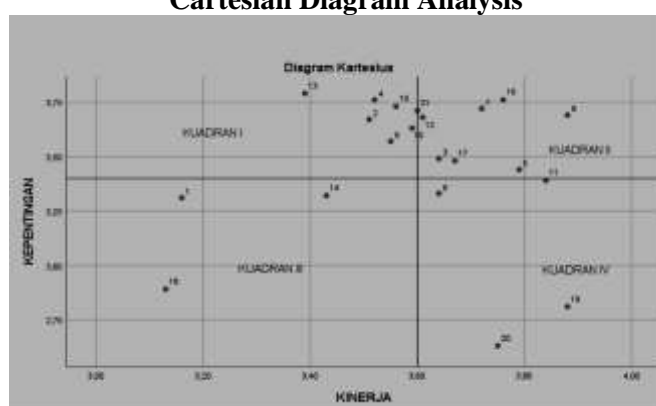
Figure 1 Cartesian Diagram Analysis

The Cartesian IPA diagram described in Figure 1 shows the position of each attribute in the four quadrants. Each attribute that is in the four quadrants can be explained as follows:

1. Quadrant I (Top priority)
    Quadrant I or top priority is a quadrant that makes attributes considered important by consumers but in reality the statement is not appropriate because performance is still low. Statements that fall under quadrant I (top priority) are:
 a. Spacious Tavern
    This statement is considered important by consumers because the first thing a place sees is from the appearance of the place, because when the place is comfortable and attractive, it will attract the attention of consumers
 b. Responsive Employees Meet Consumer Needs
    This statement is very important to meet consumer needs, but the performance at this store is still low and not in accordance with consumer desires.
 c. Employees Respond Quickly if There Are Obstacles
    This statement is also very important for consumers, not far from the previous statement, because of limited employees or services that cause this statement is still not in accordance with consumer wishes.
 d. The aroma of coffee represents the taste of coffee
    This statement is also very important for consumers. But performance results show consumers are less satisfied. Lelet coffee generally has the aroma of coffee as usual, but in this lelet john coffee shop, the aroma of coffee does not have an aroma like coffee, but like the aroma of wood charcoal.

e. Coffee Has a Strong Taste

This statement is considered important by consumers in increasing consumer satisfaction in accordance with consumer expectations.

f. Coffee Has the Character of John's Shop

This statement is considered important by consumers in increasing consumer satisfaction in accordance with consumer expectations. In this statement, the resulting performance is still low. Consumers hope that the coffee owned by Kedai John fulfills its character.

One of the attributes included in quadrant I, the product increases the image of taste making promotions through social media. This shows that most of their consumers are social media users. This means most consumers have developed a digital experience. Promotion is a small part of marketing activities, playing an important role in the sale of products and services[18].

2. Quadrant II (Maintain position)

Quadrant II, or maintaining achievement, is a quadrant that contains statements that are considered important by consumers and whose performance is in accordance with consumer expectations or has been rated good. Statements that fall under quadrant II (maintain achievement) are:

a. Menu served Accordingly

These statements are considered important by consumers in increasing consumer satisfaction, and the results have been considered good and should be upheld. The performance of the statement has been considered good because the employees have already served coffee with decency, hygiene, and flexibility

b. Faster Menu Creation Process

This statement is also considered very important to consumers, and the result is that consumers are satisfied with the performance at this store so that the store needs to maintain the performance on this statement.

c. Employees are always confident when serving consumers

This statement is considered important for consumers to satisfy customer satisfaction, and is considered to be good to consumers so store owners need to maintain performance on this statement.

d. Employees Are Always Friendly and Polite When Serving Customers

One of the statements is considered to be important to the consumer, and the performance of this statement is assessed to be good and satisfying consumer satisfaction, so the store owner needs to maintain its performance.

e. Balanced Coffee Taste

The statement that one is considered important for the consumer to meet the satisfaction, but this store has already earned a good rating, from the consumers its performance so the owner must maintain.

f. If excessive consumption of coffee

This statement is considered important for consumers to obtain satisfaction, performance on this statement is judged to be good for the consumer and store owners need to maintain its performance.

Other attributes that are in line with consumer expectations according to the results of this study attract packages and that attract the form of food products, especially for products, packaging plays a major role that influences purchasing behavior [19] states that since 2015 coffee consumers' interest in sustainability, in all aspects such as economic and social, environmental began to grow Greater curiosity [20].

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3. Quadrant III (Low priority)
    Quadrant III or low priority is a quadrant that contains statements considered less important by consumers and felt exaggerated but still low performance. The statement that comes into this consciousness is that:
  a. Complete Shop Facilities
      This statement is considered less important to the consumer, but the performance of this statement is relatively good. Therefore this statement needs to be corrected.
  b. Coffee Tastes Light
  c. These statements are considered less important to consumers, but the performance in these stores is also partly considered less good for consumers.
  d. Long-lasting Coffee Taste in the Oral Cavity After Drinking
      This statement is considered not too important for consumers, but performance in stores is considered not good. The long-lasting taste of coffee in the oral cavity is sometimes not liked by some consumers, but some consumers also like it.

    As mentioned earlier, this coffee product is sold at Lelet John Lasem Rembang Coffee Shop. The results showed that consumers needed entertainment facilities were offered at marketing facilities. The desired entertainment facilities are wi-fi, music and television. The availability of thus this entertainment facility will affect the impression of consumers on the marketing experience which is currently the Marketing experience (Experiential marketing) will affect consumer satisfaction[21].

4. Quadrant IV (Excessive)
    Quadrant IV or excess is a quadrant that contains statements that are considered less important by consumers and in fact a high level of performance. The statements included in this quadrant are:
  a. Consumers Are Comfortable with Their Place
      This statement is considered less important to consumers, but the value of performance is high. It's because the place that john's coffee shop provides is different from the other shops.
  b. The aroma of coffee has a distinctive smell
      Statements that are considered less important to consumers, but are high performance values. The aroma that this store has is that it has a typical smell of charcoal, different from other coffees.
  c. Consumers Feel Energized and Stamina After Drinking Coffee
      This statement is considered less important to the consumer, but has a high value of performance.
  d. Consumers Are Disturbed by Sleep Patterns
      This statement is considered less important to the consumer, but the performance in this statement has a high value.

    CSI (Customer Satisfaction Index) Analysis Method For Beginner Class
    Customer Satisfaction Index (CSI) is a quantitative analysis of the percentage of users who are satisfied in a customer satisfaction survey. CSI is required to determine the level of satisfaction of users in a comprehensive manner, taking into account the importance of product attributes.

Table 3. Calculation of CSI (Customer Satisfaction Index) in the beginner class

No.	Atribut	MIS	WF	MSS	WS
1	Full Shop Facilities(Wi-fi)	3,31	4,54	3,16	14,35
2	Wide Shop	3,67	5,04	3,51	17,66
3	The menu is presented accordingly	3,49	4,80	3,64	17,47
4	Employees respond to customer needs	3,76	5,16	3,52	18,18
5	The process of making menus is faster than in other shops.	3,44	4,73	3,79	17,89
6	Employees respond quickly if there are any obstacles	3,57	4,91	3,55	17,41
7	Employees are always confident when serving consumers	3,72	5,11	3,72	19,01
8	Employees are polite and friendly when serving consumers	3,69	5,07	3,88	19,68
9	Consumers are comfortable with their place	3,33	4,58	3,64	16,67
10	The aroma of coffee represents the taste of coffee	3,63	4,98	3,59	17,87
11	The aroma of coffee has a distinctive smell	3,39	4,65	3,84	17,86
12	Coffee has a bitter taste	3,68	5,05	3,61	18,27
13	Coffee has a strong flavor	3,79	5,20	3,39	17,62
14	Coffee feels light and smooth in the mouth	3,32	4,56	3,43	15,63
15	Coffee has a character that belongs to John's store	3,73	5,13	3,56	18,26
16	A balanced taste of coffee (manis dan pahit)	3,76	5,16	3,76	19,42
17	The coffee taste is consistent in every presentation	3,48	4,78	3,67	17,53
18	The taste of coffee lasts long in the mouth after drinking	2,89	3,97	3,13	12,45
19	Consumers feel more enthusiastic	2,81	3,86	3,88	14,99
20	Consumers feel disturbed by sleep patterns	2,63	3,61	3,75	13,52
21	If excessive coffee consumption	3,71	5,09	3,60	18,33
	Jumlah Total	72,80	100	75,60	360,06
	CSI = (Ws total/5) x100%	= 72 %			

Source: Primary data is treated, 2023

According to table 3, the Customer Satisfaction Index (CSI) has not reached 100% because it is due to attributes that are considered important by the consumer but the value is still low, i.e. in the Quadrant I, including Store Wide, employees respond to the needs of customers, employees quickly respond if there are obstacles, the aroma of coffee represents the taste of coffee, coffee has a strong flavor, the coffee has the character that the store John has. Knowing the attribute that is considered important consumer, but the price is still lower, it should be made improvements on the part of the store to meet consumer needs.

4. CONCLUSION

Based on the results of the study, it can be concluded that the level of satisfaction of the consumen is in the satisfactory category because the performance in quadrant I is a top priority to

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be improved and improved because there are several attributes, hhe factors considered important by consumers at John Lasem's Lelet Coffee Shop are statements that occupy the quarter I and quarter II. The Customer Satisfaction Index (CSI) of coffee products produced by Johs based in Lasem and Marketing facilities is 72%. This means most consumers are satisfied. Therefore, to increase coffee shops to increase the sales of chocolate products, in addition, coffee products more generally, profits will increase.

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