Quality of Service to Customer Satisfaction at Cafe Kofi Sawangan Depok

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ABSTRACT

*This study aims to analyze the quality of service available at the cafe Kofi Sawangan Depok, to determine the value of the consumer satisfaction index at the Cafe Kofi Sawangan Depok and to determine the indicators that must be improved so that customer satisfaction can be met. This research uses descriptive method with quantitative data, the reason is because this research was conducted by collecting data in the form of numbers or sentences and then converted into analysis to obtain information. The population in the study were visitors to Cafe Kofi Sawangan Depok with a total sample of 100 respondents and was determined based on the Slovin formula. Data collection techniques were carried out using surveys and questionnaires, while for data analysis using Microsoft Excel 2010 and SPSS version 22 software to test: validity test, reliability test, Service Quality (SQ), Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results showed that overall service quality (SQ) has a negative gap of 0.23 which means that the services provided by Cafe Kofi Sawangan Depok are not good enough. Then for the value of the consumer satisfaction index at Cafe Kofi Sawangan Depok, currently it is found at 83.63%, which means that consumers feel quite satisfied but are not considered to be maximized overall, and in the importance performance analysis (IPA) analysis, there are no service attributes that must be considered. but the Cafe needs to improve every existing attribute in order to meet consumer desires.
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INTRODUCTION

Consumers are *stakeholders* very essentialin modern business. A business cannot run if there are no consumers who use the products or services created and offered by the business. Consumers must be treated very well by providing good service in order to get sales activities to run on an ongoing basis. Providing good service is certainly very necessary in sales activities. Good service quality is service that is satisfactory and in accordance with the services expected by consumers. However, if the service can exceed consumer expectations, then the quality of this service can be categorized as a very high quality service. Meanwhile, poor service quality is the quality of service that is far below the standard or not in accordance with the service expectations expected by consumers.

Tjiptono in Sudarso (2016: 57) said that service quality is closely related to customer satisfaction. Service quality provides a special impetus for customers to establish long-term mutually beneficial relationships with the company.

Service quality is important because it will have an impact on the company's image. Good service quality will be an advantage for the company. If a company has got a positive value in the eyes

of consumers, then these consumers will provide good feedback, and may become regular customers. Good service quality to customers will have quality if it is supported by good service components such as appearance, willingness to serve, knowledge and expertise, courtesy and friendliness.

Cafe Kofi Sawangan is one of the modern cafes located in Sawangan Depok, providing many types of drinks and food making this business very strategic coupled with a comfortable place with very adequate facilities. In the Sawangan area of Depok, Cafe Kofi has many competitors. To be able to compete with other cafes, Cafe Kofi must provide the best service in order to gain the trust of consumers.

Table 1. Number of Visitors to Cafe Kofi Sawangan Depok Year 2019 – 2020

No	Month	Year	Information
1	August	2019	1,050
2	September	2019	930
3	October	2019	945
4	November	2019	899
5	December	2019	725
6	February	2020	620
	Total		5,169

Source: Intern café,2020

Based on the table above, from August 2019 to February 2020 there was a decrease in the number of visitors or consumers at Cafe Kofi Sawangan Depok. According to sources, in March 2020 sales did not reach the target desired by the Cafe Management. On the other hand, in January 2020 the Cafe temporarily suspended operations because it was under renovation.

The decrease in the number of visitors can be caused by the service that is less than the maximum in terms of serving the orders ordered so as to make consumers feel less satisfied. Therefore cafes need to evaluate services in order to improve the level of service to consumers so as to make consumers satisfied. From the description above, the author is interested in conducting research on how the quality of service provided by the cafe in a thesis with the title: **"**Quality of Service to Customer Satisfaction at Cafe Kofi Sawangan Depok**".**

Theoretical Basis of Problem Formulation

The formulation of the problem that can be proposed in this study are:
1. How is the quality of service at Cafe Kofi Sawangan Depok?
2. What is the value of the consumer satisfaction index at Cafe Kofi Sawangan Depok?
3. What are the indicators that must be improved so that customer satisfaction can be met?

Research Objectives

Based on the formulation of the problem above, the research objectives to be achieved in this study are:
1. To determine the quality of service at Cafe Kofi Sawangan Depok.
2. To determine the value of the consumer satisfaction index at Cafe Kofi Sawangan Depok.
3. To find out the indicators that must be improved so that customer satisfaction can be met.

Benefits of

Research This research is expected to be useful for those who read or for writers. This research can be useful for several parties, namely:
1. For readers

The benefits taken from this research are readers can find out about the quality of services and facilities that exist at this Cafe Kofi Sawangan Depok.

2. For the authors
Of this study is expected to provide knowledge and insight in the field of marketing, especially about quality, service, facilities and satisfaction.

3. For Cafe Kofi, Sawangan Depok
This research can be used as a source of information in improving business and service quality to better satisfy consumers and to further improve services that are profitable in the present and in the future.

RESEARCH METHODS

Based on the selected title, the research location is at Cafe Kofi Sawangan Depok. This research was conducted using quantitative data with a descriptive approach. This research was conducted from September 2020 to February 2021.

Data CollectionData

Techniquescollection techniques in this study were by conducting surveys and distributing questionnaires.

Data Analysis Techniques Data

analysis techniques in this study used *the Service Quality, Customer Satisfaction Indexmethods* and *Important Performance Analysis.*

RESULTS AND DISCUSSION

Validity Test

According to Sugiyono (2016: 168), valid means that the measuring instrument used to get the data (measure) is valid. Valid means that the instrument can be used to measure what it is supposed to measure. To find out whether an instrument is valid or not, it must be
tested first with the following conditions:

If r count r table, then the instrument is said to be valid.

If r count r table, then the instrument is said to be invalid.

The validity test in the study was carried out using analysis, the questionnaire was said to be valid seen in the table r statistics where the value of df = n-2

then df = 100-2 = 98. So we see the value of df = 0.1996 (0.196), if the value item is smaller of 0.196 then the item is invalid and vice versa.

Table 2. Test Results Validity Level Performance

Statement	r Table	r Count	Information
1	0.196	0.639	**Valid**
2	0.196	0.585	**Valid**
3	0.196	0.595	**Valid**
4	0.196	0.554	**Valid**
5	0.196	0.675	**Valid**
6	0.196	0.755	**Valid**
7	0.196	0.748	**Valid**
8	0.196	0.676	**Valid**
9	0.196	0.795	**Valid**

10	0.196	0.778	**Valid**
11	0.196	0.745	**Valid**
12	0.196	0.672	**Valid**
13	0.196	0.772	**Valid**
14	0.196	0.715	**Valid**
15	0.196	0.774	**Valid**
16	0.196	0.658	**Valid**
17	0.196	0.787	**Valid**

Source: data processed, 2020

Based on the results of data processing above, it can be seen that the values obtained from all statements show that the calculated r value consisting of 17 statements is greater than r table. So it can be concluded that all questionnaire statements based on the level of performance are declared valid.

Table 3. Test Results Validity Expectancy Level

Statement	r Table	r Count	Information
1	0.196	0.691	**Valid**
2	0.196	0.749	**Valid**
3	0.196	0.604	**Valid**
4	0.196	0.734	**Valid**
5	0.196	0.717	**Valid**
6	0.196	0.767	**Valid**
7	0.196	0.729	**Valid**
8	0.196	0.755	**Valid**
9	0.196	0.786	**Valid**
10	0.196	0.757	**Valid**
11	0.196	0.728	**Valid**
12	0.196	0.621	**Valid**
13	0.196	0.710	**Valid**
14	0.196	0.775	**Valid**
15	0.196	0.770	**Valid**
16	0.196	0.750	**Valid**
17	0.196	0.790	**Valid**

Source: data processed, 2020

Based on the results of data processing above, it can be seen that the values obtained from all statements show that the calculated r value consisting of 17 statements is greater than r table. So it can be concluded that all questionnaire statements based on the level of expectation are declared valid.

Reliability Test

According to Sugiyono (2016:168) that reliability is the result of research where there are similarities in data at different times.

In this study, the reliability test was carried out using the Cronbach Alpha method and was measured based on the Cronbach scale 0 to 1. If the scale was grouped into five classes of the same range, then the 19 Alpha stability measure could be interpreted as follows: (Arikunto in Wahyuni, 2016:34)

1. Cronbach's Alpha value of 0.00 to 0.20, very less reliable.
2. Cronbach's Alpha value of 0.21 to 0.40, less reliable.
3. Cronbach's Alpha value is 0.41 to 0.60, quite reliable.

4. Cronbach's Alpha value 0.61 to 0.80, reliable.
5. Cronbach's Alpha value is 0.81 to 1.00, very reliable.

Table 4. Reliability Test ResultsPerformance Level

Reliability Statistics

Cronbach's Alpha	N of Items
,762	16

Source: processed data, 2020

Based on the results of data processing in the table above, the reliability value obtained is 0.762, which means that the value is above the minimum value of Cronbach's Alpha (> 0.60). So it can be concluded that in this study every statement based on the level of performance is very reliable.

Table 5. Reliability Test Results Expected Level of

Reliability Statistics

Cronbach's Alpha	N of Items
,765	17

Source: processed data, 2020

Based on the results of data processing in the table above, the reliability value obtained is 0.765, which means that the value is above the minimum value of Cronbach's Alpha ($\square$ 0, 60). So it can be concluded that in this study every statement based on the level of expectation is very reliable.

Results Average Data Scoring

In this study there were 17 questions from 100 respondents. The score of each question is then averaged from 100 respondents. The results of the average data scoring are presented in the table below:

Table 6. The Average Results of the Data Scoring

Items	Performance	Expected
T1	3.87	4.25
T2	4.05	4.37
T3	3.79	4.2
T4	4.08	4 ,29
RL5	4.13	4.43
RL6	4.07	4.37
RL7	4.34	4.48
RL8	4.18	4.43
RP9	4.19	4.32
RP10	4.11	4.35
RP11	4.00	4, 28
A12	4.45	4.65
A13	4.32	4.53
A14	4.32	4.47
E15	4.41	4.5
E16	4.43	4.49
E17	4.27	4.5

Source: data processed, 2020

Based on the results of scoring data in the table above, show a minimum score of 4.00 and a maximum score of 4.65. So it can be concluded that service quality is in the range of values > 3 and <

5, namely quite satisfied to satisfied (performance dimension) and quite important to important (expectation dimension).

Results *Service Quality* (SQ)

After getting the data then the next scoring result is looking for a gap *of service quality* or subtract from each - each statement. The following is thegap *service quality* :

Table 7. Results of *Service Quality* (SQ)

Items	Performance	Expectation	Gap
T1	3.87	4.25	-0.38
T2	4.05	4.37	-0.32
T3	3.79	4.2	-0.41
T4	4.08	4.29	-0.21
RL5	4.13	4.43	-0.3
RL6	4.07	4.37	-0.3
RL7	4.34	4.48	-0.14
RL8	4.18	4.43	-0.25
RP9	4.19	4.32	-0 13
RP10	4.11	4.35	-0.24
RP11	4.0	4.28	-0.28
A12	4.45	4.65	-0.2
A13	4.32	4.53	-0.21
A14	4.32	4 , 47	-0.15
E15	4.41	4.5	-0.09
E16	4.43	4.49	-0.06
E17	4.27	4.5	-0.23
Anaverage	4.18	4.41	-0 ,23

Source: processed data, 2020

In the table above, you can see the gaps resulting from each service provided. As an explanation, if the value is 0, then there is no service gap, if the value is + (positive) then the service is quite good, if the value is – (negative) it can be said that the service is problematic. The total average value of each performance indicator (P) and expectation indicator (I) can be seen from the average of all services. The resulting value has a negative gap of 0.23 meaning that the service is not good enough so the cafe needs to improve again from the highest negative gap, which is 0.41 (availability of wifi) and the minimum gap value is 0.06 (providing service regardless of status). social).

Results of the *Customer Satisfaction Index* (CSI)

In the previous analysis, the results of scoring data and the results of the difference between each statement were obtained, then the next step was to look for the value of the *customer satisfaction index* (CSI). The results of the calculation of the *customer satisfaction index* (CSI) can be seen in the table below:

Table 8. Results of the *Customer Satisfaction Index* (CSI)

Items	Performance	Expectations	P x I
T1	3.87	4.25	16.45
T2	4.05	4.37	17.70
T3	3.79	4.2	15.92
T4	4.08	4.29	17.50

RL5	4.13	4, 43	18.30
RL6	4.07	4.37	17.79
RL7	4.34	4.48	19.44
RL8	4.18	4.43	18.52
RP9	4.19	4.32	18.10
RP10	4.11	4, 35	17.88
RP11	4.0	4.28	17.12
A12	4.45	4.65	20.69
A13	4.32	4.53	19.57
A14	4.32	4.47	19.31
E15	4.41	4, 5	19.85
E16	4.43	4.49	19.89
E17	4.27	4.5	19.22
Total		74.91	313.23

Source: processed data, 2020

$$CSI = \frac{313.23}{5\,(74.91)} \times 100\,\%$$

$$= 83.63$$

Based on the above calculation, it can be seen that the *Customer Satisfaction Index* (CSI) value in this study is 83.63%, meaning that the CSI value is more than 80%, which means that customers are satisfied with the performance of the services provided but overall it is still not optimal. However, if the CSI value is lower than 50%, it means that the service performance is not good. So Cafe Kofi Sawangan Depok must improve its service performance to provide better satisfaction in the future and improve attributes with low values in order to make customers satisfied.

Results *Importance Performance Analysis* (IPA)

In this study, ananalysis will be carried out *Importance Performance Analysis* (IPA)using Cartesian diagrams with Microsoft Excel 2010 and also using SPSSsoftware *Satistic* version 22. Below are the results of the *Importance Performance Analysis* :
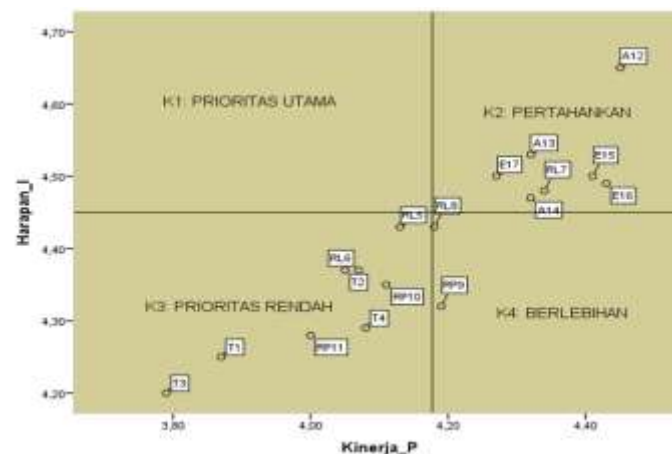

Figure 1, Results of *Important Performance Analysis* (IPA)

In the picture above, it can be explained the division of each quadrant as follows:

Quadrant 1 (Main Priority)

Shows attributes that are very important for customers , but the cafe has not carried out in accordance with the expectations and desires of customers. Based on the results of the respondents, in this quadrant there is not a single attribute that is included in it. However, the cafe needs to maintain and further improve service to customers.

Quadrant 2 (Maintain)

Shows the attributes that are considered important by customers and have been implemented well and satisfy customers. So Cafe Kofi Sawangan Depok needs to maintain the quality of service related to this attribute, because the level of service is in accordance with what is expected by customers. The attributes that fall into this quadrant are: 7, 12, 13, 14, 15, 16 and 17. In this quadrant, there are seven main attributes that must be maintained. The cashier transaction process at the Kofi Sawangan Depok cafe already uses a digital machine, so the speed and accuracy of the calculations are considered good by customers. Then the cafe uses the best products and is guaranteed to be halal for customers. Then the comfort and safety of customers at the coffee shop is also important so that customers always feel comfortable and safe while at the cafe. Good service without discriminating is important for cafe kofi sawangan depok. The friendliness of the waiter is considered to be in accordance with what is expected by the customer.

Quadrant 3 (Low Priority)

In this section, it shows attributes that are less important for customers, but their implementation is mediocre and even less so. The attributes that fall into this quadrant are: 1, 2, 3, 4, 5, 6, 10 and 11. In this quadrant, there are eight attributes that are in a low position, meaning that the eight attributes above are not too important for customers. So that the eight attributes above can continue to improve their quality, Cafe Kofi Sawangan Depok needs to pay attention so that they are then satisfied with the services provided and enter quadrant 2, namely maintain.

Quadrant 4 (Excessive)

This quadrant shows satisfactory attributes but the implementation is too excessive and is considered less important by consumers. The attributes that fall into this quadrant are: 8 and 9. In this quadrant, those that are considered excessive and not too important are considered satisfactory in their service. The readiness of the cafe's waiters and the taste of the menu which is always the same is not an important thing and is considered excessive according to customers. In order to compete with competitors in the future, Cafes need to pay attention to and maintain the two attributes above.

CONCLUSION

conclusions obtained from this study after processing data using the *Service Quality* (SQ), *Customer Satisfaction Index* (CSI) and *Importance Performance Analysis* (IPA)are as follows:

1. Methods in the method *service quality* (SQ), there is a gap between each service. which is conducted. In this study, the quality of service for each attribute gets a negative gap. Overall service quality (SQ) has a negative gap of 0.23 which means that the service quality (SQ) provided by Cafe Kofi Sawangan Depok is not good enough.

2. For the value of the *Customer Satisfaction Index* (CSI) obtained a value of 83.63%. This illustrates that customers are quite satisfied with the services and performance provided, but they are still not optimal enough overall.

3. For themethod *Importance Performance Analysis* (IPA), there is no main priority that needs to be considered, but in this method the cafe needs to improve every existing attribute in order to increase customer satisfaction and service quality at Cafe Kofi Sawangan Depok.

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