

Service Quality Analysis to Increase Customer Satisfaction Coffee Shop

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Abstract

This research aims to find out how good service quality cafe is for consumers. This study uses data collection techniques in the form of questionnaires through the Google Forms platform. The population in this study were all cafe customers on campus. In this study, the samples taken included 30 respondents. In taking the sample, the method used is purposive sampling. The results of the IPA analysis show that cafes are still lacking in providing services to their customers. Apart from that, based on the data that the author obtained, the number of consumers who have made transactions said that the level of interest in cafe services is still low, so this makes consumers less interested in coming and buying. Then cafes still have to improve the quality of their service to consumers.

Keywords: service quality, cafe, consumer, IPA.

INTRODUCTION

The author chose this topic because the author is an active student at the university, and cafes are a place for students to buy food and drink. Then, based on observations made by the author, the cafe is also very supportive for students doing assignments or hanging out with their friends. Therefore, the reason and purpose for us choosing cafe is to find out the response from students to the quality of service from the cafe. Currently, especially during the offline learning period, cafes really attract students' attention when it comes to purchasing the food and beverage products available, but researchers want to know how well they know the facilities and quality of service provided to each consumer by the cafe itself. For this reason, the author wants to know and discover how good a service-quality cafe is for their consumers. Not only that, but it is hoped that this research will be able to become a reference for developing cafes in the future.

THEORETICAL STUDY

A service is an intangible task that satisfies the needs of consumers or business users. Service is an activity or benefit that one person can offer to another that is essentially intangible and does not result in ownership of anything. Production and operations management are efforts to optimally manage the use of resources (often called production factors) such as labor, machines, equipment, raw materials, and so on, in the process of transforming raw materials and labor into various products or services. Production and operations management is an activity to organize and coordinate the use

of resources in the form of human resources, equipment resources, financial resources, and materials effectively and efficiently to create and increase the utility of a good or service. Service quality is the fulfillment of customer needs and desires and the accuracy of their delivery to match customer expectations. Thus, there are two main factors that influence service quality: expected service and perceived service.

RESEARCH METHODS

Data collection techniques are an important aspect of carrying out systematic research in order to obtain data that can support research. Data collection in scientific research is a systematic procedure for obtaining the necessary data. This research uses data collection techniques in the form of a questionnaire via the Google Form platform. A questionnaire is a data collection technique in which researchers provide a list of written questions or statements for respondents to answer. In this research, researchers distributed questionnaires directly. The distribution of the questionnaire was carried out on December 15, 2022. Using direct sampling techniques.

The population is the entire research subject. The population in this study was all students who were cafe customers on campus. The population taken will be the respondents in this research. A sample is part of the number and characteristics of a population. If the population is large and it is not possible for the researcher to study everything in the population, the researcher can use a sample taken from that population. In this study, the sample taken was 30 respondents. In sampling, the method used is purposive sampling, namely sampling that does not provide an equal opportunity for each member of the population to be selected as a sample. In this study, the sample used has certain criteria; the following are the criteria: students who have visited and purchased at the university cafe and are willing to be respondents.

RESULTS AND DISCUSSION

Gap 5 analysis is an analysis carried out to measure what indicators are important for a service or product provider according to customers, in this case the university's cafe. The respondents for this research analysis were active students, class of 2019–2021, and based on the data that had been collected, the results of the Gap 5 analysis for cafes were formed. Indicators or factors of how good the service quality is are owned by the café. Based on the research results, it shows how important the indicators are for cafe customers (students), and the gap shows how much the cafe has provided for the needs desired by customers. So, it can be concluded that there is a high gap in Q9, namely routine promotion, with a gap of -1.133, followed by Q10 wider spot, with a gap of -0.900; Q7 longer operating time, with a gap of -0.764; Q4 (fresh food menu, cooked directly on the spot), with a gap of -0.700; and Q6 availability of electricity connections at each available table, with a gap of -0.667. Based on these results, it can be said that Q9, Q10, Q7, Q4, and Q6 are aspects needed by customers but still not done or provided by the cafe.

Table 1. Gap Analysis 5

Indicators	Performance	Importance	Gap
Q9	2,800	3,933	-1,133

Q10	3,333	4,233	-0,900
Q7	3,433	4,200	-0,767
Q4	3,167	3,867	-0,700
Q6	3,467	4,133	-0,667
Q5	3,767	4,367	-0,600
Q8	3,300	3,733	-0,433
Q3	4,100	4,333	-0,233
Q2	4,233	4,333	-0,100
Q1	4,400	4,400	0,000

Based on these results, the author can suggest that cafes develop or improve these indicators. Because it is really needed by its customers, especially students who often visit the cafe. then the cafe is able to make adjustments to the indicators Q5 (seating availability), Q8, Q3 (variety of snacks), and Q2 (variety of drink menu). However, there is something that can be a plus for the cafe, namely that the Q1 indicator shows a gap of 0. This shows that the cafe has succeeded in providing customer satisfaction by providing cashless payments.

IPA, or Importance Performance Analysis, is a measurement using the average calculation results of the importance factor and performance factor as the main data for carrying out this calculation. The following are the results of IPA analysis with active student sources from the 2019–2021 class who have visited and made purchase transactions at the cafe.

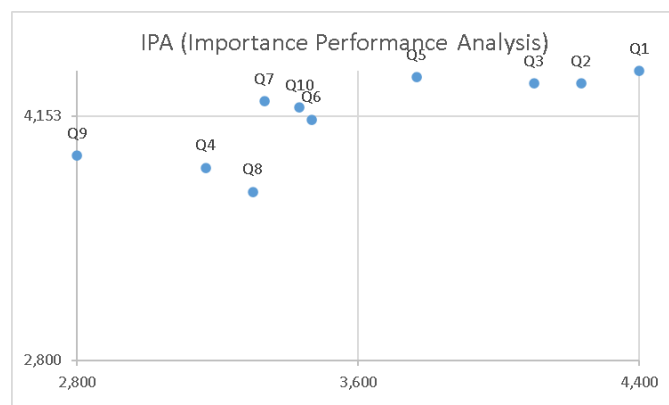


Figure 1. Importance Performance Analysis

IPA (Importance Performance Analysis) is an analysis that aims to map the relationship between the quality desired by customers and the performance provided by a brand, in this case, a cafe. Based on the data that has been collected, an analysis was carried out, with the lowest value at 2.8 for the X and Y axes and the highest point of the two axes at 4.4. The X axis shows the importance factor has a mean value of 3.6, and the Y axis shows the performance factor has a middle axis at 4.153.

The final results of IPA are shown by 4 quadrants: the first axis shows that according to the customer, it is an important indicator, but cafes are still lacking in providing this quality (top-left); the second quadrant shows the high level of importance factors and also the high ability of cafes to provide these indicators (top-right); the 3rd axis shows the lack of indicators needed by customers and also the lack of development focus needed by the cafe (bottom-left); and the last quadrant denotes indicators that have a low level of importance to customers, but the cafe does a high development focus on these indicators (bottom-right).

Based on the table above, it can be seen that quadrant 2 has the most indicators. It can be said that cafe is able to provide customers with what they need when they come and make transactions at the cafe. Specifically, the indicators Q5 (availability of seats and tables), Q3 (various snack menu), Q2 (various drink menu), and Q1 (e-wallet payment) Then it can be seen in quadrant 1, where there are 3 indicators that are considered important for customers but lack attention and development from the cafe, namely: Q7 (longer operating time, until the evening), Q10 (availability of a large area), and Q6 (availability of natural resources, including electricity at every table that can be occupied). Then it can be seen that there are 3 indicators in Indicator 3, namely Q9 (routine promotion), Q4 (fresh or cooked food menu), and Q8 (varying package sizes).

CONCLUSION

The conclusion that can be drawn is that the results of the IPA analysis show that cafes are still lacking in serving their customers. In addition, based on the data that the authors obtained, the number of consumers who have made transactions said that the level of importance for cafe services was still low, so this made cafe consumers less interested in coming and buying. Then it can be seen from the results of the analysis that cafes still have to improve the quality of their service to consumers. There are several indicators that can be improved by cafes, including: availability of electricity connections at each available table (this is useful because, according to respondents, when buying coffee or other drinks, they will be happy to consume them on the spot); longer operating time (this happens because many respondents are still doing activities late into the night on campus); and a wider place (this can be improved by adding benches or high tables so that customers can place their goods and the drinks or food they buy while chatting or doing other activities).

Based on the table above, the writer can conclude that cafes still have to improve the quality of their transactions. This is needed by the cafe to conduct future transactions with their customers. Cafes can also improve the quality of products and services, based on the data from the respondents that the authors obtained. This can be seen from the IPA measurement table. Based on the analysis and suggestions that have been submitted, the author can draw the conclusion that the quality provided by the cafe is sufficient to provide a good response to consumers, especially students.

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