ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY *OF COFFEE SHOP* KOPLO IN NORTH JAKARTA

Akhmad Riyadi Wastra[1], Junaidi[2], Jannisah Dwi Rahhadiski[3]

[1,2,3] Department of Agribusiness, Faculty of Sains, and Technology, UIN Syarif Hidayatullah Jakarta

Email: Jannisahiskandar@gmail.com

Corresponding Author

Abstract

The occurrence of changes in people's lifestyles toward coffee drinking culture has caused the development of the *coffee shop* industry to be higher, which has an impact on the number of consumers. The key to successful loyalty lies in the consistentness of maintaining market share, and a continuous commitment to increasing consumer satisfaction by maintaining quality and innovation to maintain competitive superiority.

The data used in this study was pyramid was obtained through the results of filling out questionnaires and interviews about *Coffee shop* KopLo. Secondary data obtained from literature reviews. The methods used in this study are *Brand Loyalty analysis, Customer Satisfaction Index* (CSI), and *Importance Performance Analysis* (IPA) which are processed with Microsoft Excel 2013 and SPSS 20.

The variables used in this study were the 7P marketing mix.

Based on the results of the study, it was obtained that the consumers who visited the most were respondents who were domiciled in the city of North Jakarta, male gender, with an average age of 21-30 having the last undergraduate education, the status of married, namely unmarried, the type of work is a private employee, and the average income per month is Rp. 2,500,001 - Rp. 5,000,000. The attributes that must be maintained are attributes in quadrant II (taste, quality, and taste, aroma, products to order, price list, location, waiter's anxiety, and waiter's explanation). The attributes that must be improved are the attributes in quadrant I (type, discount, promotion through Instagram, and the atmosphere of the place). Then for measurements regarding consumer satisfaction with *coffee shop* KopLo attributes, it is found that in general consumers have been satisfied with *coffee shop* KopLo services and products. *Coffee shop* KopLo loyalty conditions are quite good. Coffee shop KopLo consumers can be said to be quite loyal because most consumers (50%) have recommended to others to buy at *Coffee shop* KopLo.

Keywords: Coffee, Characteristics, Satisfaction, Loyalty, Consumer

INTRODUCTION

The existence of lifestyle changes from generation to generation occurs due to social changes in society and the economic environment, this is an opportunity for marketers to create products and adjust their products according to the lifestyle of the intended market (Suryani, 2008: 73).

The type of restaurant that makes coffee the main menu and provides an

informal atmosphere with fast service is *a coffee shop*. We can find a variety of modern *coffee shops* in the city of North Jakarta. A *Coffee shop* is a place that provides various types of coffee and other non-alcoholic drinks in a relaxed atmosphere, a comfortable place, and equipped with music, either through a player, or *live music*, providing television and reading, distinctive interior design, and friendly service, and some of them provide wireless internet connection (Herlyana, 2012: 190). One of the coffee shops located in North Jakarta is the *Coffee shop* KopLo. The name KopLo comes from the abbreviation Of Local Coffee because *the Coffee shop* KopLo only provides coffee from various regions in Indonesia. There are 14 types of typical Indonesian coffee, namely Gayo coffee, Toraja, Lampung, Pontianak, Mandheling, Lintong, Sidhikalang, Tilu, Malabar, Java, Solok, Kinthamani, Flores, to Papua. The slogan "Coffee is ground not cut" *Coffee shop* KopLo provides coffee beans and will be ground if there is an order, to keep the taste of coffee maintained. The direct impact of many competitors is a decrease in the number of consumers. The number of KopLo *Coffee shop* consumers fluctuates and tends to decrease. The decline in the number of coffee shop KopLo consumers per day makes coffee shop businesses increasingly required to move faster in terms of attracting consumers, by increasing consumer satisfaction to attract consumers to visit. Consumer satisfaction is the level of a person's feelings after comparing the perceived product performance with the expected (expectations) (Rustianti, 2016: 33).

   Coffee shop KopLo needs to find ways to retain consumers and survive the competition. One way that *coffee shops* can do this is to try to provide the best products and services to retain consumers, get new consumers, and create consumer loyalty. Based on the background problems outlined above, the author formulates the problem of (1) How consumer characteristics *of Coffee shop* KopLo? (2) What is the level of customer satisfaction of *Coffee shop* KopLo? (3) What is the level of loyalty of *Coffee shop* KopLo consumers? and (4) What are the managerial implications of the characteristics, satisfaction, and loyalty of *Coffee shop* KopLo consumers?

RESEARCH METHODS

Research Location and Time

   This research was conducted at the *Coffee shop* KopLo business located on Jl. Kebantenan III, Semper Timur, Cilincing, North Jakarta. The study was conducted from August 2019 - December 2020.

Data Types and Sources

   The data source in the study was obtained through the results of filling out questionnaires and interviews about *Coffee shop* KopLo and the satisfaction that consumers felt. With as many as 100 respondents.

Data Analysis
Customer Satisfaction Index (CSI)

   Calculating the CSI by calculating the Weighted Average (WA) divided by the maximum scale (Highest Scale / HS) used is multiplied by 100%.

$$CSI = \frac{WA}{HS} \times 100\%$$

   The overall level of satisfaction of respondents can be seen from the criteria

for the level of consumer satisfaction. The highest satisfaction is achieved when the CSI shows 100 %. The satisfaction range ranges from 0 - 100 %. To create a numerical linear scale, we first find the scale range (RS) with the formula:

$$RS = \frac{m-n}{b}$$

Information:

m = Highest score

n = Lowest score

b = Number of Classes or Categories to be created

Importance Performance Analysis (IPA)

The formula for knowing the degree of conformity is

$$Tk = \frac{x}{y} \times 100\%$$

Information:

Tk = Respondent's degree of conformity

x = Service provider performance implementation assessment score

y = Value assessment score of service users (consumers)

Brand Loyalty Analytics

The next calculation is through tabulation as follows.

Table 1. Account Brand Loyalty Analytics

Brand	Answer	X	F	f.X	%
Coffee shop KopLo	Not Squeezing	1			
	Infrequently	2			
	Sometimes	3			
	Often	4			
	Always	5			
Total			A	B	100%
Average			B/A		
Switcher Buyer			[(f Often + f Always)/A] * 100%		

Source: Durianto, Sugiarto, Sitinjak. 2001-135

Information:

X = weight of each answer

F = number of respondents who answered

% = % tase respondents who answered agreed and strongly agreed

The interval for this calculation scale range is as follows:

$$Interval = \frac{the\ highest\ score - lowest\ value}{many\ classes} = \frac{5-1}{5} = 0,5$$

After all the elements of *brand loyalty* are calculated, it can be summarized in one unit in the form of a *brand loyalty* pyramid. Each level of *brand loyalty* represents different marketing challenges and represents a different type of asset in its

management and exploitation (Durianto, et al. 2001:129). The appearance of the *brand loyalty* pyramid is as follows:
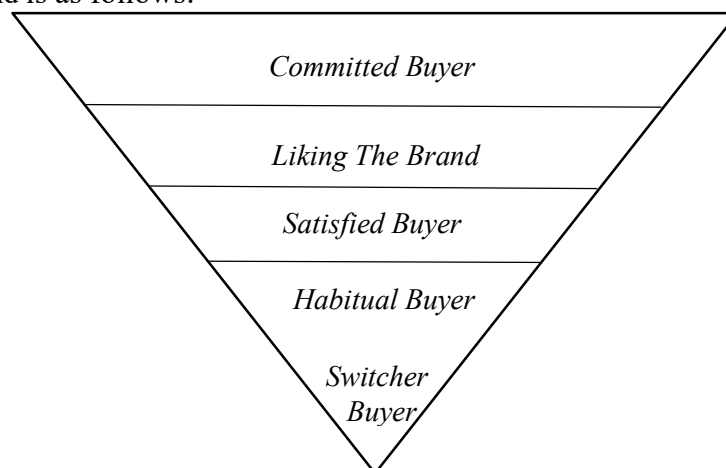
Committed Buyer

Liking The Brand

Satisfied Buyer

Habitual Buyer

Switcher Buyer

Figure 1. Brand *Loyalty* Pyramid
Source: Durianto, Sugiarto, Sitinjak. 2001

RESULTS AND DISCUSSION

General Characteristics of Consumers

The consumer characteristics of *Coffee shop* KopLo based on domicile show that of the 100 respondents, 84% are domiciled in North Jakarta while 16% of respondents are domiciled outside the city of North Jakarta such as Bekasi, East Jakarta, and West Jakarta. This shows that potential consumers are consumers who are domiciled in North Jakarta. Most respondents' age classification was at the age of 21-30 years with a percentage of 41%. The last education or the one that is being followed the most is undergraduates, which is 39%. The dominating respondents were respondents with unmarried status, which was 76% with the highest respondent income level of Rp 2.5 million to Rp 5 million with a percentage of 32%. Private Employees dominate with a percentage of 41%.

Customer Satisfaction

Nilai *Customer Satisfaction Index* (CSI) at *Coffee shop* KopLo is 77.34%. The value was obtained by dividing the *Total Weighting* value by the maximum scale used in this study (maximum scale 5). Based on the satisfaction index, the CSI value of 77.34% is between the value of 0.66-0.80 which means, in general, the consumer satisfaction index *of Coffee shop* KopLo is based on the "satisfied" criterion. The research on this increase in satisfaction is carried out through an approach to performance improvement.

Attribute performance improvements for improved satisfaction of each attribute cannot be performed simultaneously because the store has resource limitations. One way to determine the priority of improvement to attributes is to use the *Importance Performance Analysis* (IPA) analysis method. This method can show the priority of improving the performance level of each attribute through a cartesian diagram divided into four quadrants. the average value of the importance level was valued at 3.95 and the average value of the performance level was 3.86. The improvement of this attribute depends on the position of each indicator in the four quadrants.

Quadrant I indicate the level of importance of a product attribute that is considered very important by consumers, but the performance indicated by this attribute is still low or not

optimal. The attributes contained in quadrant I am type, discount, the atmosphere of the place, and promotion through Instagram. Quadrant II contains attributes that are considered important by consumers and their performance level is in accordance with consumer expectations, therefore the performance of these attributes must be maintained by *Coffee shop* KopLo. The attributes included in this quadrant are taste, quality and taste, aroma, products to order, price list, location of Coffee shop KopLo, and waiter explanation. Quadrant III contains attributes that are considered less important to consumers, but the level of performance is not very good. Attribute included in quadrant III is the form, promotion on special days, promotion through signage, presentation process, spatial arrangement and decoration, and waiter appearance. Quadrant IV of those attributes that are considered less important to the consumer, but the level of performance is perceived to be too much. The following attributes included in quadrant IV are taste and price, quality and price, the alertness of the waiter, and the friendliness of the waiter.

Consumer Loyalty

 Consumer loyalty to the quality of *Coffee shop* KopLo products is assessed based on loyalty criteria consisting of the reason consumers drink *Coffee shop* KopLo products because of price factors (*switcher or price buyer*), the reason consumers drink *Coffee shop* KopLo products because of *habitual buyers*, consumers get satisfaction in consuming previous drinks (*satisfied buyers*), consumers really like the *Coffee shop* KopLo menu (*liking the brand*), and consumers who advise others to buy *Coffee shop* KopLo products (*committed buyers*).

Based on the results of *the switcher* calculation, it was obtained that *Coffee shop* KopLo consumers quite often move to other restaurants if the price offered is cheaper than the price of KopLo *Coffee shop* products. This is shown by the average value of 3.41 which is included in the good category because it is between the range of 3.40-4.20. Respondents who were price sensitive were 46 people (46%). *Coffee shop* KopLo must pay attention to the level of income of its consumers so that prices are still reached by consumers. Because based on an average score of 3.41, respondents have a large probability of moving to another *coffee shop*.

Based on the results of *habitual buyers*, it was obtained that *coffe shop* KopLo consumers who entered the habitual *buyer* classification were 2.82. So, it falls into the category of enough (range 2.60-3.40). Most customers have disagreed that the visitation decision was due to habit. Consumers who visited due to habitual factors were only 26% (26 people). The results *of satisfied* buyers stated that KopLo *Coffee shop* consumers were satisfied, this was shown by the average obtained of 3.76 which was included in the good category (range 3.40-4.20). It can be known that in general, consumers have felt quite satisfied and satisfied with the products and services that *Coffee shop* KopLo provides. The number of consumers who are is in *satisfied buyers* is 54 people (54%). The *liking of the brand* was 69% (69 people). It states that Coffee shop KopLo consumers really like the *Coffee shop* KopLo brand. The average consumer who belongs to *liking the brand* falls into the good category of 3.88 (range 3.40-4.20).

The results of the calculation and processing of the average consumer, which includes having distributed or promoted *coffee shop* KopLo to others, are shown by the average value of 3.49 (range 3.40-4.20). It states that most respondents often recommend *Coffee shop* KopLo to other parties. As many as 50% (50 people) are included in the *committed buyers*.

Managerial Implications

Demographic characteristics with *Coffee shop* KopLo are more interested in special promos and products on certain days. Purchasing decisions by maintaining product performance, especially for the quality and taste of coffee drink products. Increasing innovation with its products, including coffee drink products. The level of consumer satisfaction by maintaining the performance of the attributes that are superior and improving the attributes that are the priority for improvement to achieve maximum satisfaction.

Quadrant II provides managerial implications in the form of making written SOP (Standard Operating Procedures) to make products guaranteed quality and service to consumers. Make another of each consumer order in the menu list. Update the price list if there is a new product or price change in the product. Quadrant I attribute provides managerial implications in the form of creating variations of new products, both from the type of coffee that is propagated and the type of processed, as well as *non-coffee* drinks and food products. Providing discounts on certain days, one of which is specifically coffee products. Coffee shop KopLo should start to be more active, doing promotions through Instagram, such as creating Instagram content. Related to the atmosphere of the place can slightly make change the canopy of the tavern to become more spacious and sturdier.

Loyalty Level can imply managerial in the form of the shop must be sensitive to changes in the prices of products in other coffee shops by conducting price surveys periodically. The shop can work together with digital wallet applications and online applications to attract consumers. Using the *point reward* strategy, giving points to consumers who buy with a certain amount and a certain intensity. Then the accumulated points can be exchanged for certain rewards. Training of workers to improve skills in coffee making. Maintain the performance of products and services of each attribute and always maintain good relations with consumers.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion that has been carried out at *Coffee shop* KopLo, this study can be concluded that the characteristics of *Coffee shop* KopLo respondents found that the consumers who visited the most were respondents who were domiciled in the city of North Jakarta, male, with an average age of 21-30 years. Most of the respondents have a recent undergraduate education, married status, namely unmarried, the type of work is a private employee, and the average income per month is Rp. 2,500,001 - Rp. 5,000,000.

Based on the results *of the Importance Performance Analysis* (IPA) analysis, the attributes that must be maintained are the attributes in quadrant II (taste, quality, and taste, aroma, product to order, price list, location, waiter's preparedness, and waiter's explanation). The attributes that must be improved are the attributes in quadrant I (type, discount, promotion through Instagram, and the atmosphere of the place). Measurement of consumer satisfaction with *Coffee shop* KopLo attributes of 77.34% using *customer satisfaction index* (CSI) analysis, this means that in general consumers have been satisfied with coffee shop KopLo services and products.

The results of the analysis found that the loyalty condition *of Coffee shop* KopLo was quite good. The number of *switcher buyers* is 46 %, the number of *habitual buyers* is 26 %, the number of *satisfied buyers* is 54 %, the number *liking the brand* is

69 %, and the number of *committed buyers* is 50 %. Coffee shop KopLo consumers can be said to be quite loyal because most consumers (50 %) have recommended to others to buy at *Coffee shop* KopLo.

Managerial implications are given as a solution or input from *the Coffee shop* KopLo.The *Coffee shop* KopLo party is expected to begin to implement the managerial implications that have been recommended by the author to increase the level of customer satisfaction and loyalty. For the next research, it is expected to be able to examine how many percentages of consumers fall into more than one level of loyalty, because each consumer can belong to several levels of loyalty. As well as for research to add and examine more deeply related to consumer satisfaction, consumer loyalty, and its implications for marketing strategy at KopLo *Coffee shop* and other coffee shops.

BIBLIOGRAPHY

Abdillah, Willy and HM. Jogiyanto 2015. *Partial Least Square* (PLS) – *Alternative Struqtural Equation Modeling* (*SEM) in Business Research.* ANDI. Yogyakarta.

Abdurrahman, Nana Herdiana. 2015. *Marketing Strategy Management*. Faithful Library. Bandung.

Arikunto, Suharsimi. 2014. *Research Procedures of a Practical Approach.* Rineka Cipta. Jakarta.

Azwar, S. 2018. *Reliability and Validity.* Learning Library. Yogyakarta. Budiman, Hary Ganjar. 2012. *Dynamics of Ground Coffee Industry in Lampung (1907-2011)*. Bandung Cultural Values Preservation Center. Bandung.

Djamaludin, Muhammad Djemdjem, et al. 2009. Analysis of Consumer Satisfaction and Loyalty of Jamu Gendong In Sukabumi. Journal of Family and Consumer Sciences. Vol. 2, No. 2. Bogor Agricultural Institute. West Java.

Durianto, et al. 2001. *Strategies to Conquer the Market Through Equity Research and Consumer Behavior*. PT Gramedia Pustaka utama. Jakarta.

Gadung, Adiguna. et al. 2015. *Analysis of Consumer Satisfaction and Loyalty of Sinar Baru Ground Coffee Cap Globe (SB-CBD) In Bandar Lampung City*. Journal of Agribusiness Sciences. Vol, 3, No.4. University of Lampung. Buoy.

Gomes, Faustino Cardoso. 2003. *Human Resource Management*. Andi Offset.Jakarta.

Gumulya, Devvany Gumulya and Helmi. Ivana Stcia. 2017. *Study of Indonesian Coffee Drinking Culture*. Product Design Study Program. Universitas Pelita Harapan. Jakarta.

Herlyana, Elly. *2012. The Coffee Shop Phenomenon as a Symptom of a New Lifestyle of Young People.* Sunan Kalijaga State Islamic University. Yogyakarta.