

SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION IN TOKO KOPI PLASTIK

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Abstract. Coffee shop is a new places for many people, especially coffee connoisseurs. The place carry out various activities and can do accompanied by various variants of coffee and other food and drinks. Providing nimble service will have a very good impact on consumers because they will feel more cared for and more fulfilled by their needs. The purpose of this study was to determine customer satisfaction through the quality of service and facilities provided at the Toko Kopi Klasik Tangerang. This research is a quantitative study with a sample of 76 respondents who have visited the Toko Kopi Klasik in Tangerang. Data collection techniques using primary data obtained from distributing questionnaires. The analysis technique used is multiple linear regression analysis. The research results show that both partially and simultaneously the service quality variables and the facilities provided have a positive effect on customer satisfaction. Good service is a special consideration before deciding to visit, as well as good and complete facilities that affect interest in visiting. The better the quality of service and facilities provided by the coffee shop, the better the consumer's evaluation of the place visited, which will increase consumer satisfaction.

Keywords: Service Quality, Facilities, Consumer Satisfaction

1. INTRODUCTION

Today, the coffee shop has become a new trans center for all circles, almost all social communities always identify important meetings or ordinary discussions and always choose coffee shops as a place to visit. The atmosphere provided is a parameter for people to want to visit. Activities like this are becoming a new lifestyle in fulfilling all their needs. The development of coffee businesses in various cities gives its color to its connoisseurs. The style of dress, music, and interior of the cafe make the atmosphere more comfortable. The use of the right material provides an aesthetic atmosphere for the room, so that the atmosphere of the room that can accommodate all types of activities that occur in it provides a nuance of beauty according to the pattern of activity, the number of people, the size of the facilities, and the circulation that occurs while still paying attention to the quantity standards of the place. Activities like this have become a habit for coffee lovers with the various activities they do. According to Tjiptono (2016), the elements of the facility itself consist of room planning including interior and architecture, such as the placement of furniture and equipment in the testing room, design, and circulation flow.

Coffee shops are one of the most widely used choices as a place to visit for all groups from young to old, especially for young people such as students, office employees, and high school students. Spending time outside the home is a common thing see, especially the many formal or informal activities they get at the office or campus make them choose to relax for a moment to enjoy the atmosphere outside the home. According to Kurniawan and Sidiq in Elly Rasmikayati (2020) a coffee shop is a selling place for various variants of coffee and snack with identical to neatly arranged tables and chairs as well as comfortable, and accompanied by music. A comfortable feel that can be felt by consumers.

A coffee shop is a new place for coffee lovers, who can do various activities they do accompanied by various variants of coffee and other food and drinks. Providing deft service will also have a very good impact on consumers because they will feel more cared for and have their needs met. This becomes a new experience for them and creates a good image of the company. The adequate facilities owned by the classic Coffee Shop are a strategy to attract consumer attention where visitors not only come to enjoy coffee but also carry out other activities such as doing assignments comfortably, casually, and flexibly. Service quality is the fulfillment of consumer expectations or consumer needs that compare results with expectations and determine whether consumers have received quality service (Goetsch & Davis in Siti Syahsudarmi, 2018: 51).

Development of the current coffee shop concept, a new character has emerged in the minds of consumers who are becoming increasingly selective and critical in making purchasing choices, not only in terms of taste and quality of coffee but the quality of service, as well as the facilities provided, will be a consideration for consumers if these aspects can be developed, customer satisfaction will continue to increase, this, of course, will provide a positive response to the coffee shop because customer satisfaction which continues to increase will affect the level of consumer loyalty and it is hoped that consumers can continue to make repeat purchases of marketed products to provide greater profits for the coffee shop. According to Tjiptono (2016) that customer satisfaction is an after-purchase evaluation where the chosen alternative is at least the same or exceeds customer expectations, while dissatisfaction arises if the results (outcomes) do not meet expectations.

Toko Kopi Klasik is one of the cafes that take part in the tight wave of competition in the coffee shop business, improving the quality of services and facilities is an important factor in creating customer satisfaction. Providing dexterous service will have a very good impact on consumers because it makes consumers feel more cared for and more fulfilled with their needs. Service quality is the fulfillment of consumer expectations or consumer needs that compare results with expectations and determine whether consumers have received quality service (Siti Syahsudarmi, 2018).

Prioritizing complete and adequate facilities certainly provides a good response to sales, by providing good facilities it can leave a good impression for coffee shops, thus becoming a stimulus to attract more consumers. Adequate facilities such as furniture, room design, wall coloring, lighting and lamp placement, room temperature, clean toilets, and large and safe parking lots are good things that are also convincing for customer satisfaction. According to Tjiptono (2016), the elements of the facility itself consist of room planning including interior and architecture, such as the placement of furniture and equipment in the testing room, design, and circulation flow.

Tight competition is a task or demand for companies to provide good service and support and adequate facilities in achieving customer satisfaction. Kotler & Armstrong (Satria Mirsya Affandi Nasution 2021) consumer satisfaction is the level of consumer feelings after comparing what consumers receive and expect.

From the description described above, the researcher is interested in conducting research with the title "Analysis of Service Quality and Facilities Provided to Customer Satisfaction at the Classic Coffee Shop".

2. LITERATUR REVIEW

2.1 Service Quality

Service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires, if the service or service received or felt is as expected, then the quality of service or service is perceived as good and satisfying (Husni Muharram Ritonga, 2020). Meanwhile, according to Sari (2020), the best service to customers and the level of quality are achieved consistently by improving

services and paying special attention to internal service standards and external service performance standards.

2.2 Facility

Kotler (2016) states that facilities are one of the efforts made by company management that is directly related to customer satisfaction by providing the best possible facilities to retain customers. Facilities are important facilities and infrastructure to increase satisfaction by providing convenience and meeting the needs and comfort of service users. According to Panggegar (Arbiansyah, 2020), facilities make it easier for consumers to carry out an activity. At almost the same price level, the more complete the facilities provided by the company, the more satisfied the customer will be and he will continue to choose the place as a priority choice based on the perceptions obtained of the facilities available.

2.3 Consumer Satisfaction

The level of consumer feelings after comparing what consumers receive and expect. The definition of customer satisfaction is the result expected by buyers who experience the performance of a company in the form of goods or services to their expectations (Kotler and Keller, 2017).

3. RESEARCH METHODS

The method used is a research method with a causal associative formulation with a quantitative approach, namely research conducted to determine the relationship between two or more variables, the relationship between Service Quality, Facilities provided, and Customer satisfaction. The population in this study were consumers of the Islamic Village Classic Coffee Shop totaling 314 people on average per day. The sample was taken using the Slovin Formula to produce a sample size of 76 respondents. The sample collection technique uses non-probability sampling with a purposive sampling method, where the sample criteria are consumers who are at least 15 years old, have at least a high school education, and have made purchases at the Islamic Village Classic Coffee Shop at least 2 times. The data collection technique uses primary data in the form of direct questionnaires and interviews. The measurement scale used is a Likert scale with five answer criteria, namely 1 (one) to 5 (five), where the answer with the highest value has the criteria strongly agree, while the lowest one strongly disagrees. The data analysis technique uses multiple regression with the help of SPSS software.

4. RESULT AND DISCUSSION

The results of the data analysis show that the statistical description of respondents is as follows:

Table 1. Descriptive statistics of respondents

No	Keterangan	Uraian	
1	Gender	Male	32
		female	45
2	Usia	15 – 19,99	14
		20 – 24,99	40
		25 – 29,99	17
		30 – 34,99	3
		35 – 39,99	1
		>40	1
3	Education level	SMA	12
		Akademi	7
		Sarjana	52

		Pasca sarjana	5
4	Respondent's occupation	Wirausaha	24
		Pegawai swasta	15
		Pegawai negeri	7
		Mahasiswa	30
5	Income level	1juta - 1,99juta	4
		2 juta – 3,99juta	9
		3 juta – 3,99juta	14
		4 juta - 4,49juta	21
		>5 juta	28
6	Arrival frequency/month	2 – 4 kali	31
		5 – 8 kali	28
		8 – 11 kali	10
		>11 kali	7

Source: Processed data 2023

The results of multiple regression analysis using the help of SPSS version 27 software are as follows:

Table. 2. Multiple regression analysis results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,564	,668		2,342	,022
	Kualitas Pelayanan	,266	,178	,339	3,496	,003
	Fasilitas	,563	,211	,606	2,674	,009

a. Dependent Variable: Kepuasan Konsumen

Source: Processed data 2023

Based on the results of simple regression analysis in the table above, the equation is obtained: $Y = 1.564 + 0.266X_1 + 0.563X_2 + e$. From the multiple regression equation, it can be concluded that: the value of 1.564 is a constant, if it is assumed that the quality of service and facilities provided is constant or equal to 0, then the value of customer satisfaction is 1.564. The value of 0.266 means that if (X1) Service Quality increases, the value of (Y) Customer Satisfaction will increase by 0.266, assuming other variables are constant. The value of 0.563 means that if (X2) the facilities provided increase, the value of (Y) Consumer Satisfaction will increase by 0.563, assuming other variables are constant.

Based on the hypothesis test conducted, the t count test results for the Service Quality variable (X1) were obtained at 3.496 which was then compared to the t table of 1.99925 because $t_{count} > t_{table}$ and a significant value of $0.003 < 0.05$. So H_0 is rejected and H_a is accepted, which means that there is a significant influence between the Service Quality variable (X1) on Customer Satisfaction (Y).

The higher the quality of service to consumers will be a stimulus for consumers to get the desired satisfaction. The quality of service of an employee is an important element in determining the results of his work. Without good service quality, it will give a bad impression to employees, especially for the image of a coffee shop. Service quality is not only seen from the ability to work, but the ability to manage, master

yourself, and establish good relationships between employees is very important for every employee.

The results of this study are in line with research by Vivian Avianty, and Handoko Djoko Waloejo (2019) entitled the effect of service quality, price, and product diversity on customer satisfaction at Cafe Stove Syndicate Semarang.

The effect of the facilities provided (X2) on customer satisfaction (Y) is obtained by the t test result of 2.674 which is then compared with the t table of 1.99925 because $t_{count} > t_{table}$ and a significant value of $0.009 < 0.05$. So H_0 is rejected and H_a is accepted, so that the facilities provided have a positive and significant effect on customer satisfaction at the Classic Coffee Shop.

The better the facilities owned by the coffee shop, the better the consumer's assessment of the place visited. Likewise, on the contrary, the less good the facilities owned by the coffee shop, the less consumer satisfaction will be. The lack of facilities provided indicates that the place or shop still needs to improve the facilities provided, especially that it provides comfort and consumer interest in circulation and a good and attractive layout.

The results of this study are in line with the research of Cut Yusnidar (2020) entitled the effect of Facilities, service quality, and lifestyle on consumer interest in cafe businesses in Pidie Regency.

Based on the results of the F (simultaneous) test that has been carried out, the F_{count} result is 285.041. While F_{table} with level $\alpha = 5\%$, $df_1 (k-1) = 2$, and $df_2 n-k (76-2 = 74)$ obtained a value of 3.99. Thus $F_{count} 285,041 > F_{table} 3.99$ and a significance value of $0.000 < 0.05$. This means that H_a is accepted and H_0 is rejected, it can be concluded that Service Quality (X1) and Facilities provided (X2) together have a significant effect on Customer Satisfaction (Y).

Service quality and complete facilities are indispensable supporting factors in managing a cafe business, so it is very important to increase customer satisfaction so that this supports the results of the F test which states that Service Quality (X1) and Facilities provided (X2) together have a significant effect on Customer Satisfaction.

CONCLUSION

Based on the results of data analysis that has been carried out on 76 respondents, it can be concluded:

Service quality can project customer satisfaction with positive changes, the better or higher the application of service quality in classic coffee shops increases customer satisfaction. the amount of contribution of service quality (x1) with the variable customer satisfaction (y) obtained the results of 0.734%. its contribution to customer satisfaction is seen as relatively large, and the results of hypothesis testing prove that service quality has a significant effect on performance at Toko Kopi Klasik, service quality is seen as a very important variable that can affect customer satisfaction. the higher the facilities provided can increase customer satisfaction and the facilities provided have a relatively large contribution to customer satisfaction, namely 0.874%.

The higher the facilities provided can increase customer satisfaction and the facilities provided have a relatively large contribution to customer satisfaction, namely 0.874% compared to the contribution of service quality to customer satisfaction at Toko Kopi Klasik, this indicates that facilities are more influential than service quality. the results of hypothesis testing prove that facilities have a significant effect on customer satisfaction at Toko Kopi Klasik, service quality is seen as a very important variable that can affect customer satisfaction.

Service quality and facilities provided have a contribution of 88.3% while the remaining 11.7% is influenced by other variables classified in epsilon, namely other factors that affect performance but are not examined in this study. The results of the

hypothesis significance test obtained that there is a significant effect of service quality, and the facilities provided together on customer satisfaction at Toko Kopi Klasik.

Although there are already many consumers at Toko Kopi Klasik, there are some that need to be addressed in increasing customer satisfaction, such as in lighting and coloring the room is made better and more attractive so that it does not seem monotonous in giving an aesthetic touch to the room Provide a wider parking lot and make it easier for customers to store their vehicles, this gives a feeling of security when enjoying the atmosphere and dishes at Toko Kopi Klasik.

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