THE EFFECT OF PRODUCT QUALITY AND SERVICE ON CONSUMER SATISFACTION QOUKA COFEE SURABAYA

Eddhinda Leandro Virgin Karenina[1], Eko Priyanto[2], Sri Tjondro Winarno[3]

1)Pembangunan Nasional University "Veteran" East Java, Indonesia
E-mail: *eddhindalvk29@gmail.com*

2) Pembangunan Nasional University "Veteran" East Java, Indonesia
E-mail: *priyantoeko03@gmail.com*

3) Pembangunan Nasional University "Veteran" East Java, Indonesia
E-mail: *sritjondro_w@upnjatim.ac.id*

Abstract

Customer satisfaction is an important thing that must be considered by the company. By maintaining the quality of products and services, customer satisfaction will be achieved, with the achievement of customer satisfaction, the company will experience positive development and progress. Measurement of satisfaction is needed to find out what attributes need to be maintained and improved, so a research method is needed, namely Importance-Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The research was conducted by taking a sample of 100 respondents. The results of the analysis show that in the IPA calculation there are attributes of speed and aroma located in quadrant I, attributes of cleanliness, politeness, friendliness, taste and neatness are located in quadrant II, texture and color attributes are located in quadrant III, and the price attribute is in quadrant IV. The CSI calculation shows the figure of 83.65% which at the level of the figure states that consumers are in the very satisfied category.

Keywords: customer satisfaction; coffee shop; IPA CSI.

Introduction

Indonesia is a country that has millions of assets contained, one of which is a lot of mountains that surround it so that the land can be said to be very fertile. There are many benefits that can be obtained if the community can utilize the existing natural resources optimally. Various types of plants can grow well with abundant harvests, one of which is coffee. Most of coffee production in Indonesia is exported to foreign countries and the rest is marketed domestically. Indonesia's coffee exports reach several continents, namely Asia, Australia, Africa, America and Europe with the main share being America and Europe (Plantation, 2021).

Surabaya is the second largest metropolitan city in Indonesia after Jakarta. The capital city of East Java province has an area of 274.06 Km2 which is divided into 31 sub-districts and 163 villages. As a metropolis, Surabaya should be the center of the economy in East Java with various companies engaged in services, industry, and trade so that rice fields are rarely found. Surabaya is rich in historical stories but on the other hand it is also a trading center. This has become the target of opportunities by business people to open a business in a city known as the City of Heroes. One of them is that there are many coffee shops or coffee shops that open outlets in Surabaya. There are several growth drivers for the coffee shop industry, ranging from changes in consumer habits,

For some people, coffee is now not just a side drink but has become part of their lifestyle. Not only as a relaxing activity to spend free time, coffee shops are used by consumers to do office work and college assignments by utilizing existing facilities such as Wifi. Various groups now like to consume coffee, both bitter coffee and processed coffee. As a result of the increasing presence of coffee shops, there has been an increase in knowledge about coffee and for some consumers, a desire to drink higher quality coffee (Ferreira, et al., 2021). In this way, the number of coffee consumers increases so that coffee shops become a promising business opportunity. Business competition that occurs is very tight so that a business must have its own identity to attract customers. Now we can easily find coffee shops in every corner of the city, but not all coffee shops are crowded with visitors. Therefore, business owners must issue various innovations and characteristics to be different from other coffee shop businesses in accordance with consumer expectations and market needs and take advantage of the advantages that exist in the products offered. From the selection of raw materials, facilities, prices, locations and designs are important things to prepare. The important thing that must be done by the company is to attract consumer trust. Trust has a relationship with image, satisfaction, and loyalty. The concept of trust that comes from a satisfying experience is an important factor in determining repeat purchase intentions (Song, et al., 2019).

The main goal in running a coffee business is customer satisfaction, which in this case will certainly be related to an increase in loyalty. According to (Daryanto & Setyobudi, 2014), the factors that can encourage consumer satisfaction include price, product quality, and service quality. There are several pricing provisions that must be considered, one of which is in accordance with the quality offered in each of its products, if the product is appropriate and the consumer is satisfied, then the consumer does not mind if the producer gives a high price, and vice versa if the price is cheap but the quality is not appropriate and If the consumer is not satisfied, then the consumer will not make repeated purchases. According to (Alma, 2013), Price is a monetary or other measure (goods and services) that are exchanged in order to obtain ownership or use rights so as to lead to consumer satisfaction. A product will be purchased by consumers if it is deemed suitable, so that the desires and needs of the buyer must be adjusted to the objectives in the product marketing activities are declared successful. In the manufacture of existing products, it is better adapted to market desires or consumer tastes. According to (Ernawati, 2019), product quality is one of the factors that influence purchasing decisions, by providing good product quality, a company can be superior to its competitors. In addition to product quality, another important thing is service. Consumer expectations are to get satisfactory service, quality service is the main attraction for consumers so that it will have an impact on product purchases repeatedly which will increase sales. Service according to (Kasmir, 2017) is an act or act of a person or organization in providing satisfaction to customers, fellow employees, and leaders. Service quality is very important in increasing existing competitiveness, especially in companies engaged in the culinary field because by maintaining product and service quality, customer satisfaction and loyalty will be created.

Appropriate products and services will have an impact on the level of consumer satisfaction, and vice versa if products and services are not considered, the level of consumer satisfaction will be very badly affected.

Quoka Coffee is a coffee shop that was just established on May 24, 2021 with the concept of "Zero Waste". The Quoka Coffee coffee shop is located on Jl. Intermediate Potato No. 203, Karah, Jambangan, Surabaya. The location is very strategic, close to several public places such as UNESA, Al-Hikmah Junior High School, Rvang Cafe, and several housing estates. This caused fierce competition because Rvang Café had already been established. For this reason, Quoka Coffee owners need to know consumer responses to the quality of products and services offered so that they can be used as a reference for evaluation by Quoka Coffee in order to compete with similar businesses. With this background, it is necessary to know Quoka Coffee's consumer satisfaction so that the author determines the title "The Effect of Product Quality and Service Quality on Consumer Satisfaction".

Research Methods
Determination of Location and Research Object

Determination of the research location was done purposively. The research location was conducted at QUOKA COFFEE Jl. Ketintang Madya No. 203, Karah, Jambangan, Surabaya.

Sample

That the size of the sample required in conducting the research is as many as 96.4 respondents. So to get the right results and in accordance with the research, the researchers took as many as 100 respondents.

Method of collecting data

The types of data used are primary data and secondary data. Primary data is data obtained directly from the original source (without intermediaries). Primary data include interviews, observations, and questionnaires. Interviews were conducted by asking structured questions. Observations were also made by observing consumers when consuming products at Quoka Coffee with the aim of completing the results of interviews that had been conducted previously.
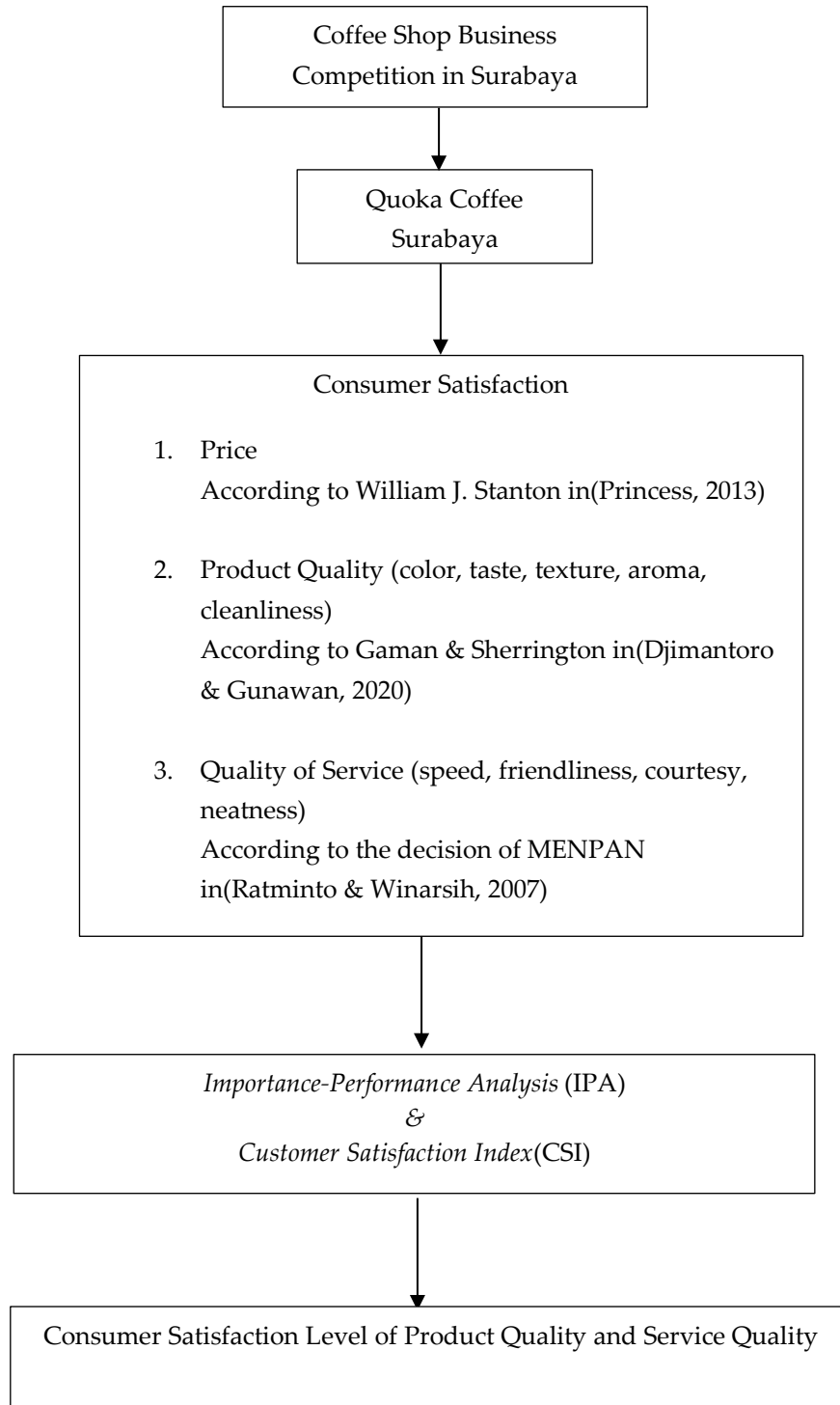
Framework of thinking

Fig. 1 Framework of thinking

Results and Discussion
Validity test

The validity test uses the Pearson Correlation method by looking at the significance value contained in the table, if the significance value shows a number <0.05 then the statement item can be said to be valid, but if the significance value is >0.05 then the statement item is declared invalid. The results of the questionnaire validity test show that all question items have a significance value of <0.05 so it can be concluded that the questionnaire used is said to be valid.

Reliability Test

The technique used in this research is Cornbach's Alpha (α), that is, a construct or variable is said to be reliable if it gives Cornbach's Alpha value > 0.70.

Table 1
Questionnaire Reliability Test Results

Questionnaire	*Cronbach's Alpha*	Information
Level of Interest	0.81	Reliable
Performance Level	0.93	Reliable

Source: Primary Data Processed, 2022

Based on table 1. the results of the reliability test on the questionnaire to the question items are declared valid. From the test results indicate that the value of Cornbach's Alpha at the level of importance of 0.81 while the value of Cornbach's Alpha at the performance level of 0.93 which from both Cornbach's Alpha values is greater than 0.70 so that it is declared reliable or fulfills the requirements.

Consumer Satisfaction Analysis
Importance-Performance Analysis (IPA)

The average value of each attribute on the level of importance and performance. The average total result of the importance level is 44.1 and the performance is 41.71. Then from the results, calculations are carried out which later the results will be entered into the Cartesian Importance-Performance Analysis (IPA) diagram.

$$\overline{\overline{X}} = \frac{\Sigma \overline{X}}{k} \qquad \overline{\overline{Y}} = \frac{\Sigma \overline{Y}}{k}$$

$$= \qquad X = \frac{44,1}{10} = 4.41 \qquad Y = \frac{41,71}{10} = 4.17$$

Information :
X = The average value of the performance level of all attributes
Y = The average value of the importance of all attributes
k = Number of attributes used

The calculation results obtained the average value for the level of importance is 4.41 and the average value for the performance level is 4.17. This value is used to be the middle point where the importance level or y-axis is 4.41 and the performance level or x-axis is 4.17 in the Cartesian Importance-Performance Analysis (IPA) diagram. With this midpoint, the Cartesian diagram will be divided into 4 quadrants or regions where each quadrant or region

has its own meaning, this can make it easier for companies to find out what attributes are priority improvements by the company.
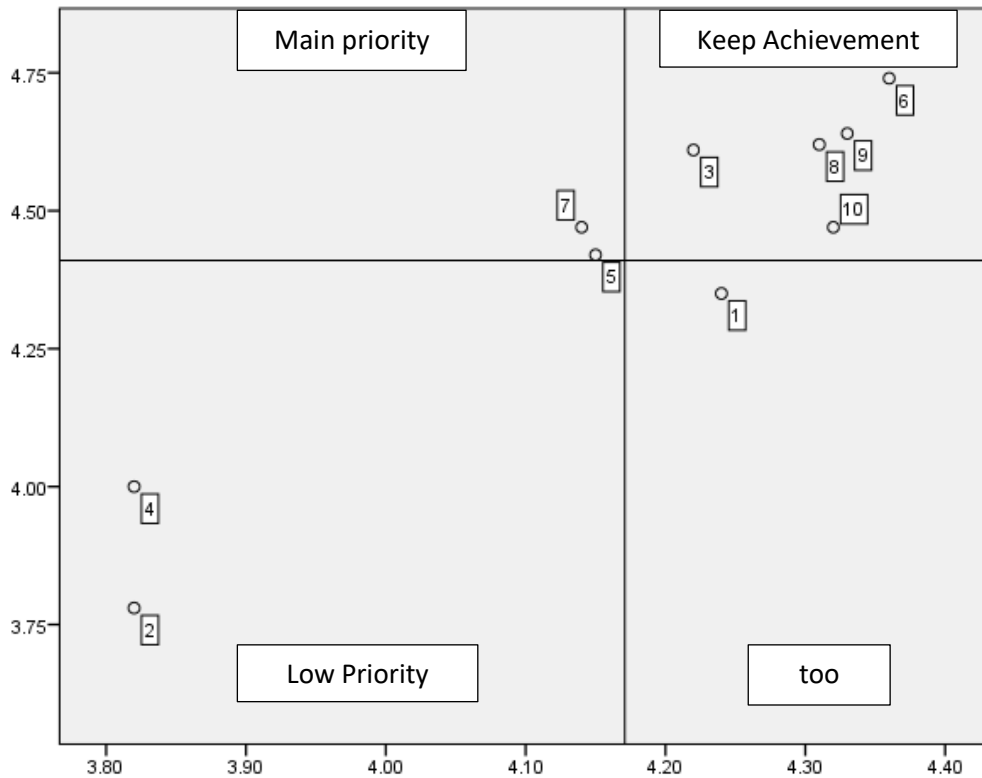

Fig. 2. Quoka Coffee Attribute Cartesian Diagram

The results of the Cartesian diagram in Figure 1. show the position of each research attribute which is classified into 4 quadrants. On the x-axis there is a level of performance which is defined as the actual performance of the attributes perceived by consumers, while on the y-axis there is a level of importance which is defined as how important an attribute is for consumers. So from the results of research conducted by researchers, it can be seen what attributes the performance of the attributes is in accordance with the reality felt by consumers. Quadrant I shows that the level of importance is high but the performance is still low, Quadrant II shows that the level of importance and performance is both high, Quadrant III shows that the level of importance and performance is both low.

Table 2
Results of Importance-Performance Analysis (IPA) of Quoka Coffee . Attributes

Quadrant I	Quadrant II	Quadrant III	Quadrant IV
Speed	cleanliness	Texture	Price
Aroma	Courtesy	Color	
	Friendliness		
	Flavor		
	Neatness		

Source: Primary Data Processed, 2022

Table 2 shows the position of each Quoka Coffee attribute that can affect consumer satisfaction, below is an explanation of the Cartesian Importance-Performance Analysis (IPA) diagram:

1) Quadrant I (Top Priority)

This area is a top priority because the attributes in it must be immediately addressed by the company. In this region, the attributes of speed and aroma have a higher importance than the level of performance. Consumers consider that the speed of employees in serving is still low and the aroma of the products served is not in accordance with the interests of consumers. Therefore, an immediate improvement is needed by the company so that the speed and aroma attributes can be shifted to quadrant II which will later create consumer satisfaction with the speed and aroma attributes.

2) Quadrant II (Maintain Achievement)

This area is a defense of achievement because the attributes in it have met consumer expectations. In this area, the attributes of cleanliness, courtesy, friendliness, taste, and neatness have the same level of importance and performance so that consumers are satisfied with these attributes. Quoka Coffee must maintain consumer satisfaction with the attributes in this quadrant so that it does not shift to quadrant I which will result in a decrease in customer satisfaction. The attributes in this quadrant are the strengths or advantages of Quoka Coffee for consumers. Ways to maintain satisfaction that can be done by the company include maintaining cleanliness in the products served, maintaining politeness, friendliness and neatness of employees in serving consumers, as well as keeping the taste of the product stable and innovating to create new products. Companies can also give awards to exemplary employees in order to motivate other employees in providing services to consumers.

3) Quadrant III (Low Priority)

This area is a low priority because the attributes in it have a level of importance and the level of performance is both low, which means that consumers do not prioritize the attributes in this quadrant. In this region, the texture and color attributes are of low importance and performance. According to consumers, texture and color are not so important in a product because consumers prioritize the taste and cleanliness of a product so that it does not need to be repaired by Quoka Coffee in the near future because it does not really affect consumers in purchasing products at Quoka Coffee.

4) Quadrant IV (Excess)

This area is redundant because the attributes in it are considered less important by consumers but have good performance. In this area there is a price attribute, so there is no need to make improvements because it has provided satisfaction for consumers, namely the price set is in accordance with the quality and facilities provided by Quoka Coffee. Consumers themselves do not mind the price that has been determined by Quoka Coffee because they have expectations of the products and services provided so that the attributes that exist in the quality of products and services must always be considered to maintain customer satisfaction.

***Customer Satisfaction Index*(CSI)**

One of the most important ways to attract consumer interest in purchasing decisions is to manage attributes as well as possible. If on one of the attributes there is a performance that does not meet expectations, the consumer will be disappointed, if it meets expectations, the consumer is satisfied, whereas if it exceeds expectations, the consumer is very satisfied. Based

on the processed data, it can be seen that the consumer satisfaction index or*Customer Satisfaction Index*(CSI)Quoka Coffee is 83.65%, this value is in the range of 81% - 100% so it is stated in the category that consumers are very satisfied with the attributes of Quoka Coffee. With consumer satisfaction at 83.65%, which means that consumers are very satisfied with the quality of products and services provided by Quoka Coffee, the thing that Quoka Coffee must do is to keep this number from decreasing. The thing that needs to be done by Quoka Coffee is to innovate both in terms of products and services to increase consumer buying interest and immediately improve the attributes that are the main priority in repairing in order to increase customer satisfaction in order to achieve a satisfaction level of 100%.Consumer satisfaction will have a good impact on the company such as the development of the company and an increase in income which will later refer to thethe progress and smooth running of Quoka Coffee's business.

Conclusion

1) Attributes that need to be repaired are in Quadrant I, namely speed and aroma. According to consumers, Quoka Coffee employees are less fast in serving consumers and the aroma of the products served is less strong so that consumer expectations are higher than Quoka Coffee's performance.
2) The level of consumer satisfaction of Quoka Coffee is 83.65%, the value is between 81% - 100% so that it is stated that consumers are very satisfied with the attributes provided by Quoka Coffee.

References

Daryanto & Setyobudi, I., 2014. Consumers and Excellent Service. Yogyakarta: Gava Media.

Djimantoro, J. & Gunawan, VC, 2020. The Effect of E-Wom, Food Quality and Service Quality on Purchase Decisions at Kakkk Ayam Geprek Restaurant. Journal of Management and Entrepreneurship, Vol. 10 No. 10, pp. 187-196.

Ernawati, D., 2019. The Influence of Product Quality, Product Innovation and Promotion on Purchase Decisions for Hi Jack Sandals Products, Bandung. Journal of Management Insights Vol. 7 No. 1, pp. 17-32.

Ferreira, DC, Marques, RC, Nunes, AM & Figueira, JR, 2021. Customers Satisfaction in Pediatric Inpatient Service: A Multiple Criteria Satisfaction Analysis. Socio-Economuc Planning Sciences Vol.78, pp. 1-22.

Ferreira, J., Ferreira, C. & Bos, E., 2021. Spaces Of Consumption, Connection, And Community: Exploring The Role Of The Coffee Shop In Urban Lives. Geoforum

Kasmir, 2017. Analysis of Financial Statements. Jakarta: Rajawali Press.

Plantation, DJ, 2021. National Leading Plantation Statistics 2019-2021. Jakarta: Ministry of Agriculture of the Republic of Indonesia.

Putri, HM, 2013. Analysis of the Factors in the Purchase Decision of Mekar Jaya Elektronik Banjarmasin. Journal of Marketing Management, Vol. 1 No. 2, pp. 1-8.

Ratminto & Winarsih, AS, 2007. Service Management: Conceptual Model Development, Implementation of Citizen's Charter and Minimum Service Standards. Yogyakarta: Student Library.

Song, H., Wang, J. & Han, H., 2019. Effect Of Image, Satisfaction, Trust, Love, And Respect On Loyalty Formation For Name-Brand Coffee Shops. International Journal of Hospitality Management Vol. 79, pp. 50-59.