

THE INFLUENCE OF SERVICE QUALITY TOWARD CONSUMERS SATISFACTION AT KOPIBOXX KLEAK MANADO*PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA KOPIBOXX KLEAK MANADO*

By:
Tonny Pongantung¹
Frederik G. Worang²
Fitty V. Arie³

¹²³International Business Administration, Management Department
Faculty of Economics and Business,
Sam Ratulangi University, Manado

E-mail :

¹tonny.po6@gmail.com

²frederikworang@gmail.com

³fittyvaldi@unsrat.ac.id

Abstract: Coffee shops have many benefits for various types of consumers. Consumers use coffee shops for their own benefit. Various types of consumers make business competition something that must be considered for entrepreneurs in running and maintaining their business. Every business has its own competition, so this makes the company must have a strategy to be able to excel in the competition. Companies must know how to keep their customers from turning to their competitors. Especially in the coffee shop business, which is currently booming in Indonesia. The objectives of this study are To Know the Service Quality on Consumers Satisfaction at Kopiboxx Kleak Manado. The analytical method used is simple linear regression. Based on the results of the analysis and discussion using simple linear regression and classical assumption test, it is concluded that the results of hypothesis testing are found that partially Service Quality has a significant effect on Consumers Satisfaction. For Kopiboxx Kleak Manado to maintain and improve the quality of its service again so that it will make its consumers more satisfied and make them more comfortable being at Kopiboxx Kleak Manado.

Keywords: Service quality, consumers satisfaction

Abstrack: *Kedai kopi memiliki banyak manfaat bagi berbagai tipe konsumen. Konsumen menggunakan kedai kopi untuk keuntungan mereka sendiri. Berbagai jenis konsumen menjadikan persaingan usaha sebagai hal yang harus diperhatikan bagi para pengusaha dalam menjalankan dan mempertahankan usahanya. Setiap bisnis memiliki persaingannya masing-masing, sehingga hal ini membuat perusahaan harus memiliki strategi untuk dapat unggul dalam persaingan tersebut. Perusahaan harus tahu bagaimana menjaga pelanggan mereka dari beralih ke pesaing mereka. Apalagi di bisnis kedai kopi yang saat ini sedang booming di Indonesia. Tujuan dari penelitian ini adalah Untuk Mengetahui Kualitas Pelayanan Terhadap Kepuasan Konsumen pada Kopiboxx Kleak Manado. Metode analisis yang digunakan adalah regresi linier sederhana. Berdasarkan hasil analisis dan pembahasan dengan menggunakan regresi linier sederhana dan uji asumsi klasik, diperoleh kesimpulan bahwa dari hasil pengujian hipotesis ditemukan bahwa secara parsial Kualitas Layanan berpengaruh signifikan terhadap Kepuasan Konsumen. Bagi Kopiboxx Kleak Manado untuk menjaga dan meningkatkan lagi kualitas pelayanannya agar membuat konsumennya semakin puas dan semakin nyaman berada di Kopiboxx Kleak Manado.*

Kata Kunci: *Kualitas pelayanan, kepuasan pelanggan*

INTRODUCTION

Research Background

Coffee shops have many benefits for various types of consumers. Consumers use coffee shops for their own benefit. Various types of consumers make business competition something that must be considered for entrepreneurs in running and maintaining their business. Every business has its own competition, so this makes the company must have a strategy to be able to excel in the competition. Companies must know how to keep

their customers from turning to their competitors. Especially in the coffee shop business, which is currently booming in Indonesia. Consumers who are full of needs will certainly feel satisfied. Consumer satisfaction is the level of consumer feelings after comparing what he receives and his expectations (Umar and Husein, 2014). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time (Kotler and Keller, 2015). Saying that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance. Satisfying consumer needs is the desire of every company. In addition to an important factor for the survival of the company, satisfying consumer needs can increase the advantage in the competition. Consumers who are satisfied with products and services tend to repurchase the product and reuse the service when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases which constitute the largest portion of the company's sales volume.

Problems that are often found in coffee shops are in the quality of service that is not in accordance with consumer expectations such as complaints from consumers, namely long waiting times for orders, lacking facilities, and coffee quality. As for matters relating to service quality that can affect customer satisfaction, the first is a tangible indicator which is the appearance of physical facilities, equipment, and personnel. Appearance, physical facilities, equipment to personnel from a place to sell is an important indicator in increasing consumer satisfaction, this is because something beautiful or good to look at can help increase the satisfaction of a consumer. The next indicator is Empathy, empathy is a requirement for caring, giving personal attention to customers. Paying attention to customers can make a customer feel comfortable and satisfied with the quality of service provided. Then the indicator of Reliability is the ability to carry out the promised service accurately and reliably. Where consumers can be served according to and accurately with what is requested. The fourth indicator is Responsiveness, which is the willingness to help customers and provide services quickly or responsively. Where a consumer will feel appreciated and satisfied when the service provided is fast and responsive, because basically consumers do not like services that take a long time. The last indicator is Assurance which is the knowledge and courtesy of employees and their ability to generate trust and confidence, where a consumer will be very satisfied when the service provided is very good, friendly and polite to them.

Research Objective

Based on the main problems that have been stated previously, the objectives of this study are To Know the Service Quality on Consumers Satisfaction at Kopiboxx Kleak Manado

THEORETICAL REVIEW

Marketing

According to Kotler and Keller (2015), marketing management is defined as the art and science of choosing target markets and achieving, retaining, and growing customers by creating, delivering and communicating superior customer value. Another understanding put forward by Kotler and Armstrong (2015) which states that marketing management is a series of processes carried out by companies to create value for customers and build strong relationships with them in order to create value from these customers.

Consumer behavior

According to Schiffman and Kanuk (2018), the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Consumers have an interesting diversity to study because it includes all individuals of various ages, cultural backgrounds, education, and other socioeconomic conditions. Therefore, it is very important to study how consumers behave and what factors influence this behavior.

According to Kotler and Keller (2015), consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods and services, ideas, or experiences satisfy their needs and desires. Based on some of the definitions mentioned above, it can be concluded that consumer behavior is all activities, actions, and psychological processes that drive these actions before buying, when buying, using, spending products and services after doing the things above or evaluating activities

Service Quality

According to Tjiptono (2016), the concept of quality is considered as a measure of the perfection of a product or service consisting of design quality and conformance quality. Design quality is a specific function of a product or service, conformity quality is a measure of how big the level of conformity between a product or service is with previously determined quality requirements or specifications. Therefore what is meant by quality is if several factors can meet consumer expectations such as the statement about quality in Tjiptono (2016), dynamic conditions related to products, services, human resources, processes, and the environment meet or exceed expectations. According to some of the definitions above in other words, quality is a form of measurement of a service value that has been received by consumers and the dynamic conditions of a product or service in meeting consumer expectations. According to Tjiptono (2015), there are five dimensions of service quality that are used as guidelines by customers in assessing service quality, namely:

1. Tangible. Appearance of physical facilities, equipment, and personnel.
2. Empathy. Terms to care, give personal attention to customers.
3. Reliability. The ability to perform the promised services accurately and reliably.
4. Responsiveness. Willingness to help customers and provide services quickly or responsively.
5. Assurance. Knowledge and courtesy of employees and their ability to generate trust and confidence.

Consumer Satisfaction

Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations (Umar and Husein, 2015). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time according to Kotler and Keller (2015). Saying that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance. In determining the level of customer satisfaction, there are 3 main indicators that must be considered by the company, namely (Umar and Husein, 2015):

1. Product quality. Consumers will feel satisfied if their evaluation results show that the products they use are of high quality.
2. Service quality. Especially for the service industry. Consumers will feel satisfied if they get good service or what is expected.
3. Price. Products that have the same quality but set a relatively cheap price will provide higher value to consumers

Previous Research

Gunawardana, Perera, and Kulathunga (2015) explored the perceived quality of the self-service technology of these services and its effect on customer satisfaction. The literature survey and in depth interviews helped to formulate quality dimensions: security, efficiency, eases of use, reliability and convenience and those dimensions were assessed through a questionnaire. This study surveyed 215 customers from branches of six dominating commercial banks located in Western Province of Sri Lanka. Data were subjected to Principal Component Analysis and retained factors were regressed using multiple regressions to assess the impact of quality dimensions on customer satisfaction. The results revealed that reliability and convenience have positive impacts on customer satisfaction but efficiency has a negative effect.

Saidani and Sudiarditha (2019) determined the magnitude of the influence of marketing mix-7Ps on consumer satisfaction for the elderly in the Special Capital Region of Jakarta. The research method uses a survey with a questionnaire as a data collection tool. Samples were taken using simple random sampling technique produced 70 respondents. Data is processed using multiple regression analysis techniques. The results of the study show that: (1) empirically proven products, prices, distributions, promotions, and processes have a significant influence on customer satisfaction; meaning that the better the product, price, distribution, promotion and process, the more customer satisfaction increases. (2) Empirically proven physical facilities and people do not affect consumer satisfaction; meaning that physical facilities and people do not significantly result in customer satisfaction

Ofela and Agustin (2016) studied the influence of price, product quality and service quality to the customer satisfaction at Kebab King Abi Surabaya. The analysis technique has been done by using multiple linear regressions analysis, the population is all customers who have ever come and purchased the product that has been offered by Kebab King Abi Surabaya. The sample collection technique has been done by using incidental sampling and 100 people have been selected as samples. Based on the result of research, it shows that

price, product quality and service quality have significant and positive influence to the customer satisfaction at Kebab King Abi Surabaya. In this research, product quality has dominant influence to the customer satisfaction.

RESEARCH METHOD

Research Approach

This type of research is associative research. Associative research is research that aims to determine the influence or relationship between two or more variables (Sugiyono, 2016). This study looks for the influence of the independent variable Service Quality (X), on the dependent variable Consumer Satisfaction (Y).

Population, Sample Size, and Sampling Technique

Sugiyono (2016) states that population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. The population in this study was not identified because there was no official data that could be used as a reference for the research population. The sample is part of the number and characteristics of the population. Limited funds, energy, and time, the researchers used samples taken from the population. For this reason, samples taken from the population must be truly representative (Sugiyono, 2016). The sampling technique used in this study to determine the sample from the research population that was not identified was to use the formula from Tabachnick and Fidel (2013):

$$N \geq 50 + 8m$$

Descriptions:

- N = Number of Samples
- 50 = The constant number of the formula
- 8 = The constant number of the formula
- M = Number of independent variables

Based on this formula, the sample size in this study is.

$$N \geq 50 + 8(1)$$

$$N = 50 + 8$$

$$N = 58$$

So that the sample in this study amounted to 58 respondents. As for the process of distributing research questionnaires, they are distributed during coffee drinking.

Data Collection Technique

Collecting data used in this study using a questionnaire. The questionnaire is a data collection technique which is done by giving a set of questions or written statements to the respondent to answer them. The questionnaire is an efficient data collection technique if the researcher knows exactly what variables to measure and what can be expected from the respondent. In addition, a questionnaire is also suitable if the respondents are quite widely scattered. Questionnaires can be in the form of open or closed questions and can be given to respondents directly or indirectly. The questionnaire in this study will be distributed to the number of samples that the author has determined, namely the consumers of Kopiboxx Kleak at Manado. The data measurement used in this study is a Likert scale.

Data Analysis Method

Validity and Reliability Test

Validity test is the degree of speed between data that actually occurs in the object of research and data that can be reported by researchers. Thus, valid data is data "that does not differ" between data reported by researchers and data that actually occurs in the object of research (Sugiyono, 2016). Reliability/reliability (degree of consistency) is a measure that shows how high an instrument can be trusted or reliable, meaning that reliability concerns the accuracy (in a consistent sense) of measuring instruments (Mustafa, 2018).

Simple Linear Regression

Simple linear regression analysis is needed to determine the regression coefficients and significant so that they can be used to answer the hypothesis.

T-Test

The t-test basically shows how much influence one independent variable has individually in explaining the dependent variable (Ghozali, 2016). The criteria used are: (Ghozali, 2016).

- Ho : $b_1 = 0$. That is, there is no partially significant effect on each independent variable.
- Ha : $b_1 > 0$. That is, there is a partially significant effect on each independent variable.

While the test criteria are as follows:

- Significant Level ($\alpha = 0.01$)
- t distribution with degrees of freedom (n)
- If t count $>$ t table then Ho is rejected and Ha is accepted.
- If t count $<$ t table then Ho is accepted and Ha is rejected.

RESULT AND DISCUSSION**Result****Validity and Reliability Test**

The instrument used in this research is a questionnaire. Therefore, the research instrument must be tested first using validity and reliability tests. Validity test using Pearson correlation coefficient. If the correlation value is above 0.3, it indicates that the instrument used is valid. Reliability test using Cronbach's alpha coefficient. If the alpha value is above 0.6, it indicates that the instrument used is reliable. The results of the validity and reliability tests on research instruments using SPSS software version 25.0 are as follows:

Table 1. Validity Test Results

| Variables | Statements | Pearson Correlation | r table | Sig | Alpha | Status |
|----------------------------|------------------|---------------------|---------|-------|-------|--------|
| Service Quality (X) | X _{1,1} | 0.492 | 0.258 | 0,000 | 0,05 | Valid |
| | X _{1,2} | 0.705 | 0.258 | 0,000 | 0,05 | Valid |
| | X _{1,3} | 0.835 | 0.258 | 0,000 | 0,05 | Valid |
| | X _{1,4} | 0.823 | 0.258 | 0,000 | 0,05 | Valid |
| | X _{1,5} | 0.826 | 0.258 | 0,000 | 0,05 | Valid |
| Consumers Satisfaction (Y) | Y ₁ | 0.597 | 0.258 | 0,000 | 0,05 | Valid |
| | Y ₂ | 0.599 | 0.258 | 0,000 | 0,05 | Valid |
| | Y ₃ | 0.625 | 0.258 | 0,000 | 0,05 | Valid |

Source: Processed Results of SPSS 25 Data, 2022

The results from Table 1 show that each of the variables studied is valid. This is shown by the Pearson Correlation value which is more than the r table value.

Table 2. Reliability Test Results

| Variabel | Cronbach's Alpha | Description |
|----------------------------|------------------|-------------|
| Service Quality (X) | 0.800 | Reliable |
| Consumers Satisfaction (Y) | 0.705 | Reliable |

Source: Processed Results of SPSS 25 Data, 2022

Table 2 shows that the variables studied are reliable, this is shown by the Cronbach Alpha value of each variable that is more than 0.70

Simple Linear Regression Analysis**Table 4. Simple Linear Regression Test Results**

| Model | Coefficients ^a | | | | | Collinearity Statistics | | |
|-----------------|-----------------------------|------------|---------------------------|--|-------|-------------------------|-----------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Tolerance | VIF |
| | B | Std. Error | Beta | | | | | |
| 1 (Constant) | 9.074 | 1.706 | | | 5.319 | .000 | | |
| Service Quality | .502 | .085 | .620 | | 5.920 | .000 | 1.000 | 1.000 |

a. Dependent Variable: Consumers Satisfaction

Source: Processed Results of SPSS 25 Data, 2022

The test results in Table 4 can be written in the form of a regression equation in the form of Standardized Coefficients, the following equation is obtained: $Y = 9.074 + 0,502X$

The results of the simple regression equation above provide the understanding that:

1. The constant value of 9.074 gives the understanding that if the Service Quality factor is not performed or equal to zero (0) then the amount of Consumers Satisfaction is 9.074%.
2. For Service Quality (X) the regression coefficient is positive, this means that if Service Quality (X) increases by 1%, then Consumers Satisfaction (Y) will increase by 0.502%.

T-Test)

The t test is used to determine whether there is a partial effect of the independent variable on the dependent variable. as the calculated t value to be compared with the t table value. The results of the regression analysis in table 4Based on the results of the calculation in table 4.8, the tcount value for the Service Quality (X) variable is 5,920 which is greater than the ttable value of 1,671 with a significant level of $0.000 < 0.05$, so H_0 is rejected, meaning that Service Quality (X) has a significant effect on Consumers Satisfaction (Y), thus H_a is accepted.

Discussion

Based on the results of the research described previously, it was found that the Service Quality variable in this study had a significant influence on Consumers Satisfaction. This is shown through the tcount value for the Service Quality (X) variable is 5,920 which is greater than the ttable value of 1,671 with a significant level of $0.000 < 0.05$, so H_0 is rejected, meaning that Service Quality (X) has a significant effect on Consumers Satisfaction (Y), thus H_a is accepted. The influence of service quality on consumers satisfaction at Kopiboxx Kleak Manado is in accordance with the results of the Coefficient of Determination test which shows the correlation coefficient (R) of 0.626, which means that the influence of service quality on consumers satisfaction has a strong relationship, which is 62%. It can also be seen from the value of the Coefficient of Determination R^2 is 0.385 which means that 48.5% of the consumers satisfaction variable is influenced by the service quality variable. This shows that the service quality (X) perceived by the consumers has an influence on consumers satisfaction (Y) at Kopiboxx Kleak Manado. This research is supported by previous research that service quality has significant and positive influence to the customer satisfaction (Ofela and Agustin, 2016).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of research that has been carried out, the authors can conclude several things regarding service quality to customer satisfaction at Kopiboxx Kleak Manado:

1. Service quality has a significant effect on satisfaction Kopiboxx Kleak Manado customers. The results obtained a significance value of $0.000 < 0.05$. So it can be concluded that H_a which states that Service Quality has a significant effect on Customer Satisfaction of Kopiboxx Kleak Manado, is accepted.
2. The results of the Coefficient of Determination test that the correlation coefficient (R) is 0.620, which means that there is a strong relationship between the independent variable and the dependent variable because the R value is close to 1. It shows that the greater the X value, the greater the Y value. R^2 value is 0.385, which means 38.5% customer satisfaction is influenced by service quality variables. This shows that the perceived service quality has a strong influence on consumers satisfaction at Kopiboxx Kleak Manado.

Recommendation

Based on the results of the discussion in this study, the authors provide suggestions as input:

1. For Kopiboxx Kleak Manado to maintain and improve the quality of its service again so that it will make its consumers more satisfied and make them more comfortable being at Kopiboxx Kleak Manado
2. Future research will be carried out in order to expand the research by adding other factors that may affect Consumers Satisfaction that have not been studied in this study so that the research results can better describe the actual conditions over the long term

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