

ANALYZING THE QUALITY INSPECTION OF SPECIALTY COFFEE HOUSES IN TOMOHON*ANALISA INSPEKSI KUALITAS TERHADAP SPESIALITAS RUMAH KOPI DI TOMOHON*

By:
Gian Azaria Tenda¹
Joy E. Tulung²
Regina T. Saerang³

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

E-mail:

¹gian.tenda@gmail.com

²joy.tulung@unsrat.co.id

³regina_saerang@yahoo.com

Abstract: This condition regarding coffee shops become problematic because it created confusions for the customers that want to enjoy different types of coffees; regardless of the types of coffee shops run by the owners. In the end quality check need to be done and quality inspection with the criteria and standards need to be uphold for the best interest of the customers. The purpose of this study is to quality inspection of specialty coffee houses in Tomohon. This study uses a qualitative method and interview toward informants were conducted in order to gain information regarding the phenomenon. The result shows that quality inspection which constructed by 4 aspects of standard, measurement, testing, and characteristics are important for the betterment of the coffee shops. For coffee shop owners it is imperative to include all the mentioned indicators in quality inspections in order to reap the long-term benefits. Determining the correct parameter also important in order to make the quality parameters realistically achievable.

Keywords: quality inspection

Abstrak: Kondisi warung kopi saat ini menjadi problematis karena menimbulkan kebingungan bagi pelanggan yang ingin menikmati jenis kopi yang berbeda; terlepas dari jenis kedai kopi yang dijalankan oleh pemiliknya. Pada akhirnya pemeriksaan mutu perlu dilakukan dan pemeriksaan mutu dengan kriteria dan standar perlu dijunjung tinggi demi kepentingan terbaik pelanggan. Tujuan dari penelitian ini adalah untuk pemeriksaan mutu kedai kopi spesial di Tomohon. Penelitian ini menggunakan metode kualitatif dan wawancara terhadap informan dilakukan untuk mendapatkan informasi mengenai fenomena tersebut. Hasil penelitian menunjukkan bahwa pemeriksaan mutu yang dibangun melalui 4 aspek yaitu standar, pengukuran, pengujian, dan karakteristik penting untuk kemajuan kedai kopi. Untuk pemilik kedai kopi, sangat penting untuk memasukkan semua indikator yang disebutkan dalam pemeriksaan kualitas untuk mendapatkan keuntungan jangka panjang. Menentukan parameter yang tepat juga penting agar parameter kualitas dapat dicapai secara realistis.

Kata Kunci: inspeksi kualitas

INTRODUCTION

Research Background

Every now and then, businesses keep on improving from time to time in which it gives a certain evolution on how businesses should act in the future. Regardless of the changes that happen; a certain point that does not change from time to time is regarding the quality of business. Whether the business provide services or products; at the end of the day every company need to pay a good attention toward the quality of it. The main nature of business is to gain profit in order to have longevity in the industry and also in hopes to stay relevant within the

competition; one of the major points that need to be heavily improve by every companies is regarding the quality. Customers have the freedom to choose any types of services and also products offered by many businesses or companies; some of the products and services can be the same from one and another. The one that make products become different from the other is the quality; customer can even see the business as a good one if it provides products or services with good quality. Vice versa happen when business cannot give a good quality product toward the customers; customers may end up looking for other alternatives in which leads the business into bankruptcy in the future.

This condition eventually leads many companies to form a certain standard and rules in order to uphold the quality given by the products; the certain standard will eventually need to be uphold by the business owners in order to create a concept that will be highly accepted by the current customers and also future customers. Because the nature of quality that need to be sustainable; quality inspection become the form of idea needed to be done by the owners of business of practitioners as well. Quality inspection are measures aimed at checking, measuring, or testing of one or more product characteristics and to relate the results to the requirements to confirm compliance (Kurniatia, Yehb and Linc, 2015). With many types of industries that currently available in the markets; coffee houses and cafés become one of the developing types of business in the entire world. The premise of having a certain place which can accommodate many people to meet up and also provide the place to do works become the main attraction for the customers and also future business makers. For the customers; coffee houses and cafes become one of the places that provide sense of comfort and also spaces to do a meet up with many people.

This idea eventually makes many cafes nowadays to become packed up with many customers; some of the customers even become regulars because the customers have fond connection with the specific types of café. From several customers it can grow into many more because of these reasons; the same effect also happens toward the people that see potentials in coffee houses or cafes and thus leading them into future café owners. With the current status quo of ever developing cafes and coffee houses; it created potential for people to invest in this type of business. The main premise of providing a place for people to be able to meet up also become one of the primary advantages; because many coffee houses' owners do not need to buy or rent a certain building in order to start the business. Instead, many café owners can start the business at home in which give a big advantage for the owners that may not have big budget to start the business with.

Nowadays the world coffee industry is showing significant development, especially in Indonesia, starting with many coffee shops popping up starting from the traditional concept of coffee, modern coffee, and blended coffee. Many coffee shops also emerge with modern concepts, of course, following the current trend, coffee connoisseurs are also diverse ranging from teenagers to parents all looking for the pleasure of the taste of the coffee. The condition of café and coffee houses in Indonesia become one of the most profitable condition for any types of businesses nowadays; further proves the development of coffee houses in Indonesia which can even reach new heights in the future to come.

Indonesia is one of the countries in the world which is famous for Origin and the most varieties of coffee in the world starting from the islands of Sumatra, Kalimantan, Java, Sulawesi, Bali, Nusa Tenggara, Maluku, to the island of Papua having coffee with its own characteristics, for example on the island Sumatra has Aceh Gayo coffee, Java Island has Argopuro coffee, Bali has Kintamani coffee, Sulawesi has toraja coffee, especially in North Sulawesi we have Minahasa Koya and Modayag coffee. With many types of coffee provided by Indonesia; it can be concluded that Indonesia become one of the best lands and places for people to start a coffee house business. Different types of coffees and different tastes can eventually become one of the best aspects to be consider by customers; with different variations of coffee can also attract different sets of customers and create distinguished coffee houses with ease.

Now many coffee shops have sprung up in North Sulawesi, especially in the city of Tomohon. There are several coffee shops that have their own operational standards, which distinguishes coffee shops including traditional coffee shops and modern coffee shops. With many existing coffee shops with traditional and modern concepts, consumers are often confused when they want to enjoy or want to visit the coffee shop in Tomohon, not a few consumers who enter the coffee shop incorrectly when they want to taste coffee with traditional style, but they go to the shop coffee that has a modern concept or there are some problems when a modern coffee shop does not follow the standards of a modern coffee shop issued by SCAI / SCA is the same as fooling existing customers. This condition become problematic because it created confusions for the customers that want to enjoy different types of coffees; regardless of the types of coffee shops run by the owners. In the end quality check need to be done and quality inspection with the criteria and standards need to be uphold for the best interest of the customers

Research Objective

The research objective is to analyze the Quality Inspection of specialty Coffee houses in Tomohon

THEORETICAL FRAMEWORK**Marketing Production**

In a general sense, marketing production refers to the production of a product or service which is intended for sale at a money-price in a market. The product or service in principle has to be tradable for money. However, in national accounts the term has a more specific meaning, because many producing organizations exist in the economy which either do not produce for any distinct market, or which partly produce for the market, and partly don't. These are non-commercial or partly commercial organizations, which can be mainly self-funded, but not-for-profit, or mainly funded by sources other than their own revenue. Statisticians therefore have to define market production much more exactly, in order to be able to separate out market production in a consistent way, and distinguish it from non-market production (Nnadi, Akawnonu and Okafor, 2018). If they would be unable to do so, they would be unable to measure market production in a meaningful and consistent way. Non-market production, by contrast, includes producing units which provide most of their output to others either free of charge, or at prices which are "not economically significant" for example, government institutions, households, or non-profit institutions. If prices are charged for services supplied, these prices mostly do not change in response to fluctuations in supply or demand (as in the case of administered prices) or else they are prices which do not cover the cost of supply.

Quality Management

Quality management ensures that an organization, product or service is consistent. It has four main components: quality planning, quality assurance, quality control and quality improvement. Quality management is focused not only on product and service quality, but also on the means to achieve it. Quality management, therefore, uses quality assurance and control of processes as well as products to achieve more consistent quality. What a customer wants and is willing to pay for it determines quality. It is a written or unwritten commitment to a known or unknown consumer in the market. Thus, quality can be defined as fitness for intended use or, in other words, how well the product performs its intended function (Okerekehe, 2014). Quality management is a recent phenomenon but important for an organization. Civilizations that supported the arts and crafts allowed clients to choose goods meeting higher quality standards rather than normal goods. In societies where arts and crafts are the responsibility of master craftsmen or artists, these masters would lead their studios and train and supervise others. The importance of craftsmen diminished as mass production and repetitive work practices were instituted. The aim was to produce large numbers of the same goods.

Quality Control

Quality Control is a process through which a business seeks to ensure that product quality is maintained or improved with either reduced or zero errors. Quality control requires the business to create an environment in which both management and employees strive for perfection. This is done by training personnel, creating benchmarks for product quality and testing products to check for statistically significant variations. A major aspect of quality control is the establishment of well-defined controls. These controls help standardize both production and reactions to quality issues. Limiting room for error by specifying which production activities are to be completed by which personnel reduces the chance that employees will be involved in tasks for which they do not have adequate training (Vijayan et al., 2017). Quality control involves testing of units and determining if they are within the specifications for the final product. The purpose of the testing is to determine any needs for corrective actions in the manufacturing process. Good quality control helps companies meet consumer demands for better products. Quality testing involves each step of the manufacturing process. Employees often begin with the testing of raw materials, pull samples from along the manufacturing line and test the finished product. Testing at the various stages of manufacturing helps identify where a production problem is occurring and the remedial steps it requires to prevent it in the future. The quality control used in a business is highly dependent on the product or industry. In food and drug manufacturing, quality control includes ensuring the product does not make a consumer sick, so the company performs chemical and microbiological testing of samples from the production line. Because the appearance of prepared food affects consumer perception, the manufacturers may prepare the product

according to its package directions for visual inspection. In automobile manufacturing, quality control focuses on the way that parts fit together and interact and ensuring engines operate smoothly and efficiently.

Quality Inspection

Quality inspection are measures aimed at checking, measuring, or testing of one or more product characteristics and to relate the results to the requirements to confirm compliance. This task is usually performed by specialized personnel and does not fall within the responsibility of production workers. Products that don't comply with the specifications are rejected or returned to improve. Quality inspection is the first stage of evolution of quality approach. The origins of the quality inspection back to the late nineteenth and early twentieth century. Quality wasn't up to speed with rapidly increasing labour productivity. Often, the customer had to reckon with defective products. To alleviate customer frustration, this problem was solved by replacing the defective product with a new one. Conducting this type of procedure entailed generating considerable cost. To reduce the excessive cost escalation manufacturers introduced controller position, unknown to craft. The designated employee, through carried out inspections, made sure that the greatest possible number of good products leave the gate of the factory. This initial form of quality inspection based on the principle of quality by sorting (Ramzan, Kang and Sarkar, 2016).

Coffee Quality

Standards can be great tools for the coffee industry as they are trusted reference instruments established by knowledgeable subject-matter experts. An SCA standard is a high-quality recommendation by the Standards Committee. It is a quantifiable and qualifiable measure, based upon scientific testing, which set values and/or ranges of values for coffee (Suki, Bakar and Kamaruddin, 2015). Currently, the SCA has standards for water, green coffee, and cupping coffee. Based on SCA guidelines, quality inspection in coffee shop can be measured through several indicators, those are: Standard, Measurement, Testing, and lastly characteristics..

Previous Research

Rezaei-Malek et al. (2018) surveyed existing researches on the optimisation of the part quality inspection from the viewpoint of the considered production system characteristics; the applied modelling approaches and solution methodologies. This review found that although numerous works have been already done on the PQIP, the development of multiobjective optimisation frameworks considering real production constraints under parameters uncertainty is necessary.

Okorekehe (2014) reported a review of the impact of inspection on the quality assurance and reliability of project, manufacturing, operations and maintenance. The types of inspections and methods of establishing the frequency of inspection have been identified. It has been revealed that too little inspection leads to greater rejects (out-of-limit works) and too much inspection leads to loss of revenue due to the cost of excess inspections. A compromise has therefore been established between cost of out-of-limit work and cost of inspections. This eventually led to the formulation of the optimal value for the Change Multiple in frequency of inspection of projects, manufacturing, operations and maintenance. This optimal value of frequency of inspection yielded the optimal value added to Quality Assurance and reliability of projects, manufacturing, operations and maintenance

Suki, Bakar and Kamaruddin (2015) discussed the improvement of outgoing quality control works for manufacturing product. There are two types of part was selected for this case study which are huge and symmetrical parts. 85.06 seconds total inspection time for every twelve inspected panels was saved for huge part and the handling time for the symmetrical part can be reduced 33.9% significantly by using supporting jig.

RESEARCH METHOD

Research Approach

This research will using qualitative method, qualitative research involves an interpretive and naturalistic approach This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them. The type of this research is to see the quality inspection of coffee houses in Tomohon.

Population, Sample, and Sampling Technique

The population in this research is owner of coffee houses located in Tomohon. The sample in this research are 10 informants which are the owners of specialty coffee houses in Tomohon. Sampling in qualitative research usually relies on small numbers with the aim of studying in depth and detail. Saturation often occurs around 10 participants or informants in homogeneous groups. Meaning that when there are 10 respondents within qualitative research; saturation within the answers can be found and will give further information about the finding within the research.

Data Collection Method

The primary data was collected through interviews with respondents. The secondary data was obtained from journals, books and relevant literature from library and internet.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Indicators
Quality Inspection (X)	1. Standard 2. Measurement 3. Testing 4. Characteristics

Source: Data Processed, 2023

Validity and Reliability

The data analysis methods that will use in this research are qualitative methods, Qualitative research examines the perspective of participants with strategies that are interactive and flexible. Qualitative research is aimed at understanding social phenomena from the point of the participant's field. Thus the meaning or understanding of qualitative research is a study used to examine the condition of the object. The validity of the data in qualitative research is one very important part of knowing the degree of trust from the results of research that has been done using triangulation techniques in data collection, then the data obtained will be more consistent so that it becomes a valid and accountable data.

RESULT AND DISCUSSION

Result

In this research, there are 10 respondents that has become the research object. These respondents are owners of coffee houses in Tomohon; the time of establishments, quality inspection done within a year and coffee specialty from each respondents are vary thus creating a better sampling for this research.

Interview Result

Informant 1

The first informant established his business since 2012, the owner does quality inspection 4 times in a year and provide Robusta species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner manage the expenses for each raw ingredient; the informant maintaining the standard during quality inspection by keeping fresh ingredients at the right amount and right quality. According to the informant measurement is important because it act as a benchmark on how the business currently stand within the competition, the effect from measurement is the business will try to maintain the quality and even improve it by benchmarking other businesses. Testing is important during the quality inspection according to the owner; it because the owner can notice any changes during the testing phase and the impact is big toward the quality of the current products. Characteristics give major impact toward the business because it can determine the type of products the business will offer according to the informant, currently the characteristic of selling Robusta type of coffee give impact toward the current business.

Informant 2

The second informant established his business since 2013, the owner does quality inspection 4 times in a year and provide Robusta species coffee as its specialty. The informant feels that having standard in their products

is important because it can help the owner manage the expenses for each raw ingredient; the informant maintaining the standard during quality inspection by doing check and balance system for the raw ingredients. According to the informant measurement is important because it act as a benchmark on how the business currently stand within the business, the effect from measurement is the business will try to benchmarking other business' way of work and even products. Testing is important during the quality inspection according to the owner; it because the owner can notice any changes during the testing phase and the impact is big toward the quality of the current products. Characteristics give major impact toward the business because it can determine the type of products the business will offer according to the informant, currently the characteristic of selling Robusta type of coffee give impact toward the current business.

Informant 3

The third informant established his business since 2018, the owner does quality inspection 8 times in a year and provide Arabica species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner maintain the current quality of products; the informant maintaining the standard during quality inspection having check and balance regarding the purchased ingredients. According to the informant measurement is important because it act as a benchmark on how the business currently stand within the competition, the effect from measurement is the business will try to maintain the quality and also try to replicate famous menu from competitors as well. Testing is important during the quality inspection according to the owner; it because the owner can do changes and add more variants during the testing phase and the impact is big toward the quality of the current products and future potential products. Characteristics give major impact toward the business because it can determine the type of products the business will offer according to the informant, currently the characteristic of selling Arabica type of coffee give impact toward the current business.

Informant 4

The fourth informant established his business since 2018, the owner does quality inspection 8 times in a year and provide Arabica species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner maintain the current quality of products as a whole; the informant maintaining the standard during quality inspection by keeping fresh ingredients at the right amount and right quality. According to the informant measurement is important because it can act as the standard of how the business currently growing, the effect from measurement is the business will try to maintain the quality and even improve it by benchmarking other business. Testing is important during the quality inspection according to the owner; it because the owner can do changes and also create new products during the testing phase and the impact is big toward the quality of the current products. Characteristics give major impact toward the business because it can determine the type of products the business will offer according to the informant, currently the characteristic of selling Arabica type of coffee give impact toward the current business.

Informant 5

The fifth informant established his business since 2017, the owner does quality inspection 8 times in a year and provide Arabica species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner manage the quality of the current products; the informant maintaining the standard during quality inspection by doing check and balance toward the current products. According to the informant measurement is important because it act as a way to see how the business grow, the effect from measurement is the business will try to increase the quality in order to stay relevant within the competition. Testing is important during the quality inspection according to the owner; it because the owner can create new products that suitable for customers during the testing phase and the impact is big toward the quality of the current products. Characteristics give major impact toward the business because it can determine the type of menu the business will offer and also the type of customers according to the informant, currently the characteristic of selling Arabica type of coffee give impact toward the current business.

Informant 6

The sixth informant established his business since 2017, the owner does quality inspection 8 times in a year and provide Arabica species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner manage the quality of the current products; the informant maintaining the standard during quality inspection by doing check and balance toward the current products. According to the informant measurement is not really important because different coffee shops have their own unique way of doing

business, the effect from measurement is only as seeing the growth of the business alone. Testing is important during the quality inspection according to the owner; it because the owner can create new products that suitable for customers during the testing phase and the impact is big toward the quality of the current products and menu. Characteristics give major impact toward the business because it can determine the type of menu the business will offer and also the type of customers according to the informant, currently the characteristic of selling Arabica type of coffee give impact toward the current business.

Informant 7

The seventh informant established his business since 2015, the owner does quality inspection 6 times in a year and provide Robusta species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner maintaining the current customers; the informant maintaining the standard during quality inspection by having testing phase before doing the inspection. According to the informant measurement is important because it act as a tool to see how the company has grown, the effect from measurement is the business will try to replicate products from famous coffee shops. Testing is important during the quality inspection according to the owner; it because the owner can create original blend of products during the testing phase and the impact is big toward the quality of the current products. Characteristics give major impact toward the business because it can determine the type of products and menu the business will offer according to the informant, currently the characteristic of selling Robusta type of coffee give impact toward the current business' main menu.

Informant 8

The eight informant established his business since 2018, the owner does quality inspection 6 times in a year and provide Arabica species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner manage the quality of the current products; the informant maintaining the standard during quality inspection by purchasing raw ingredients and tools with good quality. According to the informant measurement is really important because it act as a tool to see how the company has grown, the effect from measurement is the business tend to replicate famous menu from established businesses. Testing is important during the quality inspection according to the owner; it because the owner can create new products that suitable for customers during the testing phase and the impact is big toward the quality of the current products and menu. Characteristics give major impact toward the business because it can determine the type of menu the business will offer and also the type of customers according to the informant, currently the characteristic of selling Arabica type of coffee give impact toward the current business.

Informant 9

The ninth informant established her business since 2018, the owner does quality inspection 10 times in a year and provide Arabica species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner manage the quality of product and retaining the current customers; the informant maintaining the standard during quality inspection by purchasing raw ingredients and tools with good quality. According to the informant measurement is not really important because different coffee houses mean different way of work and doing quality inspection, the effect from measurement is the owner can see the growth of the business. Testing is important during the quality inspection according to the owner; it because the owner can create new products that suitable for customers during the testing phase and the impact is big toward the quality of the current products and menu. Characteristics does not give major impact toward the business because most customers have the same perception regarding coffee despite the types of the coffee's species, currently the characteristic of selling Arabica type of coffee does not give impact toward the current business.

Informant 10

The tenth informant established her business since 2019, the owner does quality inspection 10 times in a year and provide Arabica species coffee as its specialty. The informant feels that having standard in their products is important because it can help the owner manage the quality of product and retaining the current customers; the informant maintaining the standard during quality inspection by doing check and balance system of the current products. According to the informant measurement is not really important because different coffee houses mean different way of work and doing quality inspection, the effect from measurement is the owner can see the growth of the business. Testing is important during the quality inspection according to the owner; it because the owner can create new products that suitable for customers during the testing phase and the impact is big toward the

quality of the current products and menu. Characteristics does not give major impact toward the business because most customers have the same perception regarding coffee despite the types of the coffee's species, currently the characteristic of selling Arabica type of coffee does not give impact toward the current business.

Discussion

Standard in this case is regarding the quality inspection, there will be a certain standard that need to be met by the business that offer products and service. Standard of the business can act as a major force for the business in a long run. From ten informants all of them agree that standard is important for the business during the quality inspection; reasons such as to maintain the current quality and also manage expenses act as the major talking point by the informants. Standard within the quality inspection of coffee houses prove to be important: which is in line with the previous research. According to Ave, Venter and Mhlope (2015) maintaining standard act as one of the major influences within a business; which can impact the business in a long run. The finding is in line with the previous research because these informants stated that standard play a big role for during the quality inspection; meaning owners of coffee houses will look upon the standard that need to be met. By having a certain set of standard it will be beneficial for the business; it because that the products specification will become clearer and it can also attract customers that want a high standard of products.

Measurement within quality inspection usually associated as benchmark; act as the tool of how good the business really is within the internal perspective and in competitive level as well. From 10 respondents only 3 respondents that stated otherwise; other respondents stated that measurement as part of quality inspection is an important aspect. The respondents stated that measurement act as the tool to see the business' growth and also act as benchmark to other competitor, which is in-line with previous research. It is in-line with the findings Okorekehe (2014) stated that measurement as part of quality control is pivotal; it acts as one of the primary factors of seeing the quality of a certain business or products. Meaning that measurement within quality inspection can be beneficial for the owners of business if done right; it can act as tools for the business to do assessment and grow in the future. The conclusion is measurement within quality inspection is important; especially for the owners to see the growth of the current business.

Testing can be described as the way of experimenting and finding a certain standard for the products; testing can also act as the way for the business to create new products that may appeal the market. The findings in this research found that testing is an important aspect for the quality inspection of the coffee houses. All informants agreed upon testing that can act as an integral part quality inspection; which in line with the previous research. The previous research done by Ave, Venter and Mhlope (2015) shows that testing as part of quality control bring positive impact toward the business; either in term of the business as a whole of products. It can be applied toward the coffee houses industry in Tomohon; testing can act as one of the primary ways for the business to have new products or set of menus which will be influential in long term. By having testing phase also the owner can create products that suitable for the customers; it may attract new customers in the future which will benefit the business. The conclusion is that testing as part of quality inspection is important for the owners of coffee houses.

Characteristics mainly talk about the specialty of products or services; with many different products offered by many businesses the characteristics are the one that set one product from another. The uniqueness and also appeal from a certain characteristic also act as a part of quality inspection. The findings in this research found that most of the informants agree that characteristics act as pivotal aspect during quality inspection. From 10 respondents only 2 of the respondents stated otherwise; while the majority of the informants agree with the importance of characteristics. Research conducted by Suki, Bakar and Kamaruddin (2015) shows that characteristics may very well determine the way of business will do; because the business need to align their main focus with the characteristics of products or services offered. This is applied for coffee houses that have different characteristics in term of coffee species such as Robusta and Arabica; different types of coffee will give different flavor and characteristics toward the end products. It will attract different sets of customers because every customer has their own preferences regarding coffee; either in term of density, bitterness and more. Therefore; it can be concluded that characteristics of the product is important aspect to be look upon within quality inspection.

CONCLUSION AND RECOMMENDATION

Conclusion

1. It can be concluded from the research that quality inspection which constructed by 4 aspects of standard, measurement, testing, and characteristics are influential in quality inspection. Fulfilling certain standard

parameter in quality inspections would grant their business operations loyal customers, measurement helps the business to determine how far has they go and how well their business compared to their competitors, testing can be beneficial for long-term and continuous products innovation within the business, while characteristics show the uniqueness and also appeal from a certain characteristic.

2. The research shows that variations in product characteristics will attract different segments of customers because every customer has their own preferences regarding coffee; either in term of density, bitterness and more.

Recommendation

1. It is imperative for coffee shop owners to include all the mentioned indicators in quality inspections in order to reap the long-term benefits. Meaning that the owners of coffee shops can do research regarding current trend and also regarding quality inspection of the current condition, the idea of doing research is to gain more information so the shops can grow and survive despite the large numbers of competitors.
2. Determining the correct parameter also important in order to make the quality parameters realistically achievable. In the future, it hopes this research will be used to gain more comprehensive understanding regarding quality inspections especially in food and beverages industry, specifically coffee industry.
3. It is also recommended for the next researcher to analyze the significant relationship between the quantity of quality inspections per year or the customers preferences in coffee industry; other input such as different types of variables and also different perspective of conducting the future research will make the final result better for the future researcher and give a more comprehensive understanding regarding this topic

REFERENCES

- Ave, S. D., Venter, M., & Mhlophe, M. (2015). Sensory Branding And Buying Behavior In Coffee Shops: A Study On Generation Y. *The Retail and Marketing Review*, Vol. 11, No. 2. Availabtet at: https://www.researchgate.net/publication/306082696_Sensory_branding_and_buying_behavior_in_coffee_shops_A_study_on_Generation_Y. Retrieved on: December 15, 2022
- Kurniatia, N., Yehb, R. H., & Linc, J.-J. (2015). Quality Inspection And Maintenance: The Framework Of Interaction. *Procedia Manufacturing*, 4, 244-251. Availabtet at: <https://www.sciencedirect.com/science/article/pii/S2351978915011543>. Retrieved on: October 8, 2022
- Nnadi, C. F., Akawnonu, N. G., & Okafor, O. P. (2018). An Empirical Analysis of Quality Control Techniques and Product Quality in Manufacturing Firms in South East Nigeria. *International Journal of Academic Research Economics & Management Sciences*, 7(3), 166–184. Availabtet at: https://www.researchgate.net/publication/342731790_An_Empirical_Analysis_of_Quality_Control_Techniques_and_Product_Quality_in_Manufacturing_Firms_in_South_East_Nigeria. Retrieved on: July 1, 2022
- Okerekehe, O. S. (2014). The Impact of Inspection on the Quality Assurance and Reliability of Projects, Manufacturing, Operations and Maintenance. *Current Journal of Applied Science and Technology*, 4(27), 3884-3901. Availabtet at: https://www.researchgate.net/publication/271264381_The_Impact_of_Inspection_on_the_Quality_Assurance_and_Reliability_of_Projects_Manufacturing_Operations_and_Maintenance. Retrieved on: September 12, 2022
- Ramzan, M. B., Kang, C. W., & Sarkar, B. (2016). A Review Paper On Offline Inspection Of Finished And Semi-Finished Products And Emerging Research Directions. *Yugoslav Journal of Operations Research*, 26(4), 395-422. Availabtet at: https://www.researchgate.net/publication/299574333_A_review_paper_on_offline_inspection_of_finishe_d_and_semi-finished_products_and_emerging_research_directions. Retrieved on: November 12, 2022
- Rezaei-Malek, M., Mohammadi, M., Dantan, J.-Y., Siadat, A., & Tavakkoli-Moghaddam, R. (2018). A Review On Optimization Of Part Quality Inspection Planning In A Multi-Stage Manufacturing System.

Suki, N. S., Bakar, E. A., & Kamaruddin, S. (2015). A Case Study on Improvement of Outgoing Quality Control Works for Manufacturing Products. *Caspian Journal of Applied Sciences Research*, 4(1), 12-21. Available at:

https://www.researchgate.net/publication/281548937_A_Case_Study_on_Improvement_of_Outgoing_Quality_Control_Works_for_Manufacturing_Products. Retrieved on: November 15, 2022

Vijayan, R., Karthikeyan, P., Bharanichandar, J., Palanisamy, R., & Geetha, T. (2017). Patrol Inspection And Time Study To Improve Quality. *International Journal on Smart Sensing and Intelligent Systems*, 4, 459-470. Available at:

https://www.researchgate.net/publication/319456545_Patrol_inspection_and_time_study_to_improve_quality. Retrieved on: October 25, 2022

