



Research Article

PERCEPTION OF VALUE AND QUALITY OF SERVICE TO CUSTOMER SATISFACTION AT COFFEE SHOP IN BANDAR LAMPUNG

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ABSTRACT

This study will determine if the perceived value and quality of service affect customer satisfaction at Coffee Shop in Bandar Lampung. The research was conducted at ADIKSICAFE in Bandar Lampung. Researchers have collected from all available sources. All populations used were Coffee Shop visitors and 100 samples were used. Validity and reliability tests, classical acceptance tests, hypothesis tests, IE f tests (simultaneous), t-tests (partial), determinant coefficient tests, and multiple linear regression analysis tests are performed as analytical methods. Based on the results, the impact of perceived value and quality of service has at the same time a positive and significant impact on customer satisfaction at Adiksi Cafe Bandar Lampung. Perceived value has a partially positive and significant impact on customer satisfaction, and a quality of service impact has a partial positive and significant impact.

KEYWORDS

Coffee Shop; Customer Satisfaction; Perception Of Value; Quality of Service

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Introduction

In the current era of modernization, people are required to follow every slightest change. There is no exception to changes in a person's lifestyle; for example, the lifestyle of consuming coffee is increasing. Coffee is one type of global beverage loved by most Indonesians and has become part of their lifestyle. Coffee is straightforward to find, starting from roadside stalls, cafes, and star hotels providing coffee drinks with various types and prices. Coffee shops in Indonesia are commonly called coffee shops. Coffee shops are starting to appear in our midst, from remote villages to urban centers. The increasing demand for coffee drinks and the rising trend of drinking coffee in restaurants have caused more entrepreneurs to enter the modern coffee shop industry. This type of coffee shop business which usually starts with an original concept or idea, provides a gathering place to socialize with various topics, ranging from discussing work, projects, business topics to relaxing; each coffee shop segment has a different strategy.

Bandar Lampung is a city with the uniqueness of Tapis Berseri, increasingly widespread city, with many new local coffee shops established and scattered in the area. However, not many consumers visit all coffee shops in Bandar Lampung because only certain coffee shops look crowded with visitors. Each cafe in the city of Bandar Lampung

has different characteristics/characteristics by offering these characteristics to get more attention from customers. However, apart from the notion of coffee itself, cafes are now starting to appear as a function of shifting phenomena. Restaurants are no longer used only for drinking coffee but, as an alternative public place for various human activities, that's why coffee shops in Bandar Lampung have begun to design the interior of their rooms to make them more attractive and comfortable so that consumers are interested in visiting and enjoying relaxing. At the shop, it is not uncommon now in the city of Bandar Lampung, there are many coffee shops with different concepts.

The minimalist concept and indoor and outdoor areas make Addiction a quite popular coffee shop among students and students. Adiksi Cafe offers a variety of coffee drink menus. It makes it the main attraction for visitors, the feel of enjoying tranquility with the strains of musical entertainment, affordable shop locations, and supporting Wifi facilities for students who come there.

Adiksi cafe is one of the coffee shops that has not been around for a long time during a pandemic like now, amid an addiction pandemic, competing to offer different variations of coffee. However, according to observations, the service quality of Adiksi cafe is less professional because it does not prioritize the standards or standards of its employees. Such as orders between people who wait 10-15 minutes. Employees are slow to respond to every customer who comes because they are busy processing other orders. Consumers will evaluate the service they receive. The results of the evaluation process will produce feelings of satisfaction or dissatisfaction. Customer satisfaction is a measure to determine the quality of services provided, which can increase company sales. If customer satisfaction is achieved, the quality of service can meet consumer expectations, resulting in repeat purchases. This research focuses on (1) Does the perception of value impacts customer satisfaction in Adiksi Cafe Bandar Lampung? (2) Does the quality of service impact customer satisfaction at Adiksi Cafe Bandar Lampung? (3) Does the perception of value and quality of service impact customer satisfaction at Adiksi Cafe Bandar Lampung?

Literature review

Perceived Value

Value is recognized to explain what a customer gets from a supplier. The perceived value is the difference between the customer's assessment of all the benefits and costs of the product and the perceived alternative, Suryani (2015: 202). This perceived value is the most important exchange in marketing, and its value is an accurate measure for everyone, whether it is appropriate or not, Kotler and Keller, (2016: 185). According to Philip Kotler (2016: 67), customers are offered value in one of the following ways (1): Companies can choose the best products. (2). Highest overall cost (operational benefits) (3). Overall the best solution (customer intimacy).

According to Sweeney and Soutar (in Fandy Tjiptono 2016:298), the price size is composed of: (1). Emotional price, particularly software, comes from emotions or affective/wonderful feelings bobbing up from eating the product.(2). Social Value, particularly the software acquired from the product's capacity to enhance the consumer's social self-

concept.(3). Quality/overall performance price, particularly the software acquired from the product because of short-time period and long-time period fee reductions. (4). Price/price of money, software acquired from the belief of the predicted overall performance of a product or service. The fact confronted through organizations is that growing consumer price isn't always easy. Companies should be capable of provide and gift merchandise that observe consumer expectancies and perceptions. The project confronted through organizations is that currently, customers can freely select merchandise, brands, producers that they choose in an effort to meet their needs.

Service Quality

The development of the company creates fierce competition. There are several ways to acquire and retain customers. One of the strategies companies use to win games is good quality of service. Due to the good service, customers are interested in purchasing quality service / service. According to Fandy Tjiptono (2016: 59), "Quality of service is the level of excellence expected to meet customer requirements and is to control the level of excellence." According to Parasuraman of Fandy Tjiptono (2016: 157), several factors affect service. In other words, it is a service that is recognized as an expected service. Performance is good or good, even if the performance received is reasonable and meets expectations. Quality of service can be considered ideal quality if the received performance exceeds the desired performance. Conversely, if the service received is worse than expected, the quality of service is perceived as harmful or destructive. Therefore, the appropriate quality of service depends on the ability and method of consistently meeting customer expectations.

Customer satisfaction

The management function most relevant to Consumer satisfaction is the marketing function. Pay attention to customer satisfaction. Over time, marketing strategies are getting bigger, like an 18-year-old party. Marketers, consumers, consumerists, and consumer behavior researchers are enthusiastic about directly addressing customer satisfaction/dissatisfaction. More and more manufacturers participate in meeting demand, consumer demand judges that the competition is getting tougher. Achieving customer satisfaction will meet customer expectations and will immediately attract consumers. Make a purchase, Fandy Tjiptono, (2016: 118). According to Fandy Tjiptono (2015:146), "customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of the performance (result) of a product with his expectations."

According to Philip Kotler & Kevin Lane Keller in Setiawan et al. (2016: 3), consumer satisfaction is the level of consumers' feelings of pleasure or disappointment resulting from comparing the product's perceived performance (or results) with their expectations. This consumer satisfaction is also driven by the increasing demands of society for the quality of service today. Consumers today are increasingly critical and demanding; this can be seen from consumer complaints in the print media column. Although several studies have shown that information on consumer complaints in print media cannot always be a permanent benchmark for viewing consumer behavior who complains and creates through

service quality and assessment. Quality is closely related to customer satisfaction. Fees encourage consumers to build close relationships with the company. In the long run, this bond will allow businesses to understand consumer expectations and needs. Consumer satisfaction ultimately leads to customer loyalty to the company that provides the quality that satisfies them. Consumers can find one of three general satisfaction levels. That is, consumers are disappointed when performance is below expectations. However, the version is following expectations, customers will feel satisfied, and if performance can exceed expectations, customers will feel delighted.

As a product supplier, company need to know the factors that affect your customers, as customer satisfaction depends heavily on their perceptions and expectations. According to Fandy Tjiptono (2016: 295), five factors can impact consumer satisfaction. (1) Product quality. Customers are happy when the reviews show that the products they use are of high quality. (2) Price, products of the same quality and relatively low price bring tremendous value to customers. (3) Quality of service, customers are satisfied when they receive good service and meet their expectations. (4) Emotional factors, customers are proud and trust that others will admire them when using certain branded products. (5) Customers who do not need the cost and convenience of purchasing a product or service, additional costs, or wasted time to obtain the product are usually satisfied with the product.

Research Method

The type of data used in this study is quantitative data. All data obtained by the author directly from visitors who were met now through interviews (interviews) by conducting observations and direct interviews on consumer satisfaction. In this study, the existing population of 2,180 were visitors to Adiksi Cafe Bandar Lampung. Determination of the sample in this study, the method used is the solving method with an error limit of 10%, which means it has an accuracy rate of 90% with the number of consumers reaching 2,180 visitors in 1 month. Thus, the number of samples needed is 100 visitors to Adiksi Cafe Bandar Lampung.

The results of the validity research show that all research variable items have r count $>$ from r -table, namely the 95% significant level ($\alpha = 0.05$) and $n = 30$, it is obtained r -table 0.361. It can be seen that each question item in this study r -count $>$ from r -table of 0.361 so that all research indicators can be used in this study. Cronbach's alpha value on the Value Perception variable is 0.629; Service Quality is 0.924, and Customer Satisfaction is 0.888. Thus, it can be concluded that the statement in this questionnaire shows reliable results because it has a Cronbach's alpha value > 0.60 . This indicates that each question item used will obtain meaningful data if the statement is shown again; it will be accepted.

Results and Discussions

The results of this study are as follows, the results of the t-test for the perceived value variable perceived value are $2,319 > t_{table} 1,663$ with a sig of $0.022 < 0.05$, which means that the perceived value variable perceived value has a positive and significant

effect on customer satisfaction. The results of the t-test for the service quality variable are $7.787 > t_{table 1.663}$ with a sig of $0.00 < 0.05$, which means that the service quality has a positive and significant effect on customer satisfaction.

Table 1. T-test

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	.532	1.657		.321
	perceived Value	.134	.058	.183	2.319
	Service Quality	.304	.039	.614	7.787

a. Dependent Variable: Customer Satisfaction

Based on table 2 above shows that the regression model used is:

$$Y = 6.154 + 0.260 - 0.238 + 0.192 + 0.517 + \epsilon$$

The constant value (\hat{a}) is obtained at 0.532, indicating that if the perceived value and service quality variables are zero, then customer satisfaction is 0.532. The coefficient of the value perception variable is 0.134, which means that if the value perception increases by 1 level, it will reduce customer satisfaction. The service quality variable coefficient is 0.304, which means that if the service quality value increases by 1 level, it will reduce customer satisfaction.

Table 2. ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324.453	2	162.227	49.424	.000 ^b
	Residual	318.387	97	3.282		
	Total	642.840	99			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Perceived Value, Service Quality

Based on table 4.7, F-count $49.424 > F_{table 3.09}$ and sig value of $0.00 < 0.05$, meaning that the variables perceived value and service quality simultaneously have a positive and significant effect on customer satisfaction at Adiksi Cafe Bandar Lampung. In contrast, the current research being studied is Adiksi Cafe Bandar Lampung. Based on table 3, F-count $49.424 > F_{table 3.09}$ and sig value of $0.00 < 0.05$, meaning that the variables perceived value and service quality simultaneously have a positive and significant effect on customer satisfaction at Adiksi Cafe Bandar Lampung. The research results are according to Yani Restiani Widjaja and Agustina Araufi (2020). The research entitled "Perception of Customer Values and Trust in Customer Satisfaction of CV Putra Wangi Sumedang Tour and Travel." The results of the study state that it can be concluded that the Value Perception variable has a positive and significant effect on customer satisfaction, but the difference with this study is in the use of service quality variables, and the research object used is different.

The partial effect of perceived value on customer satisfaction, The results of the t-test for the perceived value variable are $2.319 > t\text{-table } 1.663$ with a sig of $0.022 < 0.05$, which means that the perceived value variable has a positive and significant impact on customer satisfaction at Adiksi Cafe Bandar Lampung. The results of the study were appropriate by Ida Ayu Kade Rachmawati Kusasih et al. (2018) with a study entitled "Quality Analysis of Customer Satisfaction (Case Study on Smartphone Users in Surakarta)." The study results stated that service quality had a positive and significant effect on smartphone user satisfaction. but the difference with this research is in the placement of variables, as well as the different research objects used, while the current research being studied is Adiksi Cafe Bandar Lampung

The results of the t-test for the service quality variable are $7.787 > t\text{-table } 1.663$ with a sig of $0.00 < 0.05$, which means that the service quality has a positive and significant effect on customer satisfaction. According to Siti Syahsudarmi (2018), the study results were with a research entitled "The Effect of Facilities and Service Quality on Customer Satisfaction at Bengkalis Coffee Shops in Pekanbaru." The study results stated that the quality of service provided had a positive and significant effect on customer satisfaction at Bengkalis coffee shops. but the difference with this research is in the use of value perception variables, as well as the different research objects used, while the current research being studied is Adiksi Cafe Bandar Lampung

Conclusion

From the results of analysis, hypothesis testing, discussion, and research, the following conclusions can be drawn: (1) The impact of perceived value and quality of service also has a positive and significant impact on customer satisfaction (2). The impact of values has a partial positive impact on customer satisfaction. (3) The impact of quality of service has a partial positive impact on customer satisfaction. This research limitation allows us to make further research suggestions. (1) We recommend that you do more research to add more samples so that the research obtained can better explain the situation. (2) The results of this survey can be used as input to coffee shop owners, especially with respect to values and quality of service, and their impact on future customer satisfaction. Values and good quality of service should have a positive impact on customer satisfaction.

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