Analysis of the Attitude, Preference and Satisfaction of Coffee Customers in the Coffee Shop, Takengon City

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ABSTRACT

This study aims to analyze the characteristics of the decision, and customer satisfaction, to analyze the attributes that must be improved by the coffee shop. The method used is descriptive analysis and Fishbein attributes, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA), involving 155 people (consumers). The results showed that consumers in the coffee shop were dominated by male gender 73%, marriage status was dominated by single 68%, latest education was 61%, consumers based on work were dominated by private employees 46%, consumers based on monthly income was Rp. 1,000,000 - 2,500,000. The majority of consumer decision making in the coffee shop, namely consumer motivation is looking for a unique menu / unit as many as 57 consumers or 37%, sources of information for consumers are friends / relatives as many as 139 consumers or 90%, based on considerations in choosing a coffee shop is the atmosphere of the coffee shop pleases as many as 83 consumers or 54%, based on consumers visiting is depending on the situation (if you want) as many as 101 consumers or 65%. Consumers based on the feeling after enjoying the menu are satisfied 87 consumers or 56%.

Based on the results of Fishbein's analysis, it can be concluded that consumer attitudes towards coffee shops are neutral or mediocre with a value of 208.85 which is in the value range between 159,01-231,00. This attitude arises based on the consumer's assessment of all observed attributes; the result of the calculation of the Customer Satisfaction Index (CSI) shows that the overall value for the coffee shop attributes of Galeri Kopi Indonesia is 69.56%. This figure is in the satisfaction index value range between 60% and 80%, indicating that in general the respondents are satisfied with the Takengon City Indonesian Coffee Gallery coffee shop. The results of the Importance Performance Analysis (IPA) analysis are seen from the Cartesian diagram attributes that must be improved by the coffee shop owner of Galeri Kopi Indonesia is the portion of the coffee menu.

Keywords: Attitude, Preference, Coffee Shop Attribute Consumer Satisfaction.

BACKGROUND

Arabica coffee production is the largest smallholder plantation in Indonesia, in 2013-2017 data was obtained that the second largest Arabica coffee producer in Indonesia in 2017 reached 41,309 thousand tons. Arabica coffee production in Indonesia reached an average of 160.86 thousand tons for the period 2013 to 2017. Indonesian Arabica coffee production centers are located in 1 province with a total share of 57.19% or an average production of 42,294 thousand tons, which is very dominant in the province after North Sumatra with a share of 30.90% or a production of 49.70 thousand tons of Arabica coffee. The other largest Arabica coffee producing provinces are South Sulawesi, West Sumatra and West Java, each with an average production of 20.10 thousand tons, 15.11 thousand tons and 9.37 thousand tons or a share of 12.50%; 9.40% and 5.83% of Arabica coffee production in Indonesia. Meanwhile, other provinces only contributed 15.09%.

Coffee, which has become one of the most popular drinks in the community and traditions, including the Gayo community, the tradition of drinking coffee has become an important part of the lifestyle of most people, because coffee is considered capable of reducing fatigue due to the large number and density of people's daily activities. Coffee is known to have economic value and is widely traded, including arabica and robusta. Arabica coffee has high taste quality and lower caffeine content compared to robusta, so arabica coffee has a higher price (Rahardjo Pudji, 2012). The emergence of the coffee shop industry which is fast now has a new impact on consumers' lifestyle. Coffee shops in Indonesia have undergone many changes, especially changes in concept, so that modern coffee shops have emerged that are adapted to the lifestyle of today's consumers. With the existence of a new lifestyle created by the current generation, it is pulling the competitive coffee shop industry to a new level where the best can survive the competition.

Takengon City is one of the producers of Arabica coffee, coffee that is easily available with various types of choices, this tends to encourage the large number of coffee shop operators. In 2018-2019 there are 105 coffee shops scattered in the Takengon City area consisting of 39 units of mobile coffee and 66 Home coffee shops. With so many coffee shops in the city of Takengon, there is more competition between coffee shop businesses, this of course makes more and more ideas are emerging to increase consumer comfort while visiting which of course cannot be separated from the many types of attributes both in terms of service facilities, presentation, menu variations, decorations and prices.

But basically, not all coffee shops in Takengon City benefit. There are several coffee shops in Takengon City that are closed because they cannot compete with coffee shops that offer more facilities and more menu variations compared to the coffee shop. In 2020, there were 15 coffee shops that were closed, it is suspected that the coffee shop producer was unable to meet the needs he had to spend every month for employee salaries plus insufficient rental places from sales, where the results obtained were decreasing day by day, this is because producers do not know how the level of consumer satisfaction on the contribution of the marketing mix in choosing a coffee shop, what are the characteristics and decisions of consumers in choosing a coffee shop.

Quality Coffee

Products have important meaning for the company because without the product, the company will not be able to do anything from its business. According to Lupiyoadi (2001) which states that consumers will feel satisfied if the results of their evaluation show that the products they use are of quality. Buyers will buy the product if they feel it is suitable, therefore the product must be tailored to the wishes or needs of the buyer so that product marketing is successful.

The quality of the taste of coffee is a combination of the quality of the raw materials and the processing of the coffee cherries. (Pudji Raharjo, 2012). The taste of coffee is very varied, and there are many types of coffee in the world. Each coffee-producing country has many variants with different taste characteristics. Coffee experts often do cupping tests, and then define the character of each coffee. According to Panggabean (2009), the standardization of coffee flavor characteristics is as follows:

a. **Aroma**

The first step in determining the characteristics and taste of coffee is through its aroma. There are several characteristics of coffee aroma in general, such as earthy, spicy, floral, or nutty. The aroma that comes out of a cup of coffee that has been brewed at the same time represents the general taste of the coffee. Learning to determine the

right coffee aroma is an important step to move to the next stage, namely regarding flavor.

b. Acidity

The second stage is identification of Acidity or acidity levels. When it comes to acidity, we are not talking about the chemical elements in a cup of coffee like PH and others; we are talking about the sour taste that feels on our tongue. The upper tongue can taste sour taste. We can define the acid of a cup of coffee as the acid in citrus fruit. Generally there are 3 levels of acidity, namely Low, Medium, and High Acidity. High acidity is commonly referred to as Bright, and Low acidity is commonly referred to as tangy or crisp. Coffee that has low acidity will feel smooth and clean on the tongue, and usually has a longer aftertaste.

c. Body

This is the same as the "weight" of the coffee. The definition of body here is whether the coffee feels heavy / full in our mouths when we sip the coffee. Sometimes we often drink coffee with a strong taste, and the mouth feels full, now we call it Full Body. There are also many coffees which when sipped feel light and smooth, here we can define its character as a light body. The comparison is like drinking low fat milk with regular milk. It will feel different in the mouth, one feels light and smooth, and the other feels sticky in the mouth.

d. Flavor

The next coffee taste test is the flavor or taste character of the coffee. We often hear the term fruity, cocoa, citrus, etc. in coffee. This is the definition of the taste of the coffee. When drinking coffee, it is like feeling like you are eating certain fruits or certain types of herbs.

e. Aftertaste

Aftertaste is the coffee flavor that will last the longest in coffee. Other tastes can only be instantaneous, but the aftertaste can be felt longer or so-called long aftertaste. Coffee lovers that have a good long aftertaste will look for coffee lovers. The aftertaste occurs due to a complex taste that lasts longer in the oral cavity. Just to illustrate, a mint flavored candy will have a longer aftertaste when compared to lemon flavored candy.

f. Sweetness

All Arabica coffee has more sweetness than Robusta coffee. So, arabica coffee should taste sweet if it roasts well. Especially if you use selected Arabica coffee with few secondary defects and no primary defects. The sweet taste of coffee will make the drinker feel more comfortable. Coffee with high sweetness indicates very good quality. Sweet can be like sugar cane, white sugar, or brown sugar. The sweetness of coffee here is different from coffee plus sugar, but the sweetness of the coffee will make you not want to stop drinking it. Illustrate the sweet taste of coffee by eating ripe watermelons with melons. They both have a sweet taste, but watermelon will generally taste sweeter than melon.

Consumer Attitudes & Preferences

Consumer attitudes are thoughts or views of consumers that describe their belief in the good benefits of the product. If consumers have started to believe in the benefits provided by a product, consumers will always be loyal and use the product. According to Fishbein and Ajzen (in Kristianto, 2011), attitude is a predisposition (an easily affected state) that is learned to respond consistently to an object, both in the form of positive and negative responses. The concept of attitude is closely related to the concepts of belief and behavior.

According to Salvatore (1992) in the book Theory of Microeconomics, the theory of consumer preference is based on the theory of consumer behavior, where the behavior of consumer demand for goods and services will be influenced by several factors, including income, consumer tastes, and prices of goods while other conditions

do not change (ceteris paribus). In other words, consumer attitudes are consumers' beliefs and preferences (choices) for a brand. Attitudes towards a brand that often influence consumer purchasing decisions. If consumers have a positive attitude towards a brand, it is likely that the consumer will make purchases on that brand, and vice versa.

Customer Satisfaction

According to Kotler (2000), consumer satisfaction is the level of a person's feelings after comparing the performance (or results) that consumers feel compared to their expectations. So the level of customer satisfaction is a function of the difference between perceived performance and expectations. Consumer satisfaction is the overall attitude shown by consumers on goods and services after consumers obtain and use them. This is a post-election evaluative judgment caused by specific purchase selection and experience using or consuming that item or service. This also means that the level of satisfaction is a function of the difference between expectations and service performance. (Mowen & Minor, 2002)

In this study, to measure the level of customer satisfaction will use Fishbein Multi-attribute analysis, Customer Satisfaction Index (CSI) and Importance Performance Analysis.

Framework

People consume coffee for various reasons based on the attributes that exist in the coffee itself. The attributes of coffee based on references to previous studies include taste, aroma, price, color, viscosity, dissolution speed, composition, and accessibility. Based on these attributes will lead to various attitudes by consumers in making decisions to buy a drink at the coffee shop. These attitudes will then be examined to determine the level of customer satisfaction with the coffee shop menu choices in Takengon City.

Hipotesis

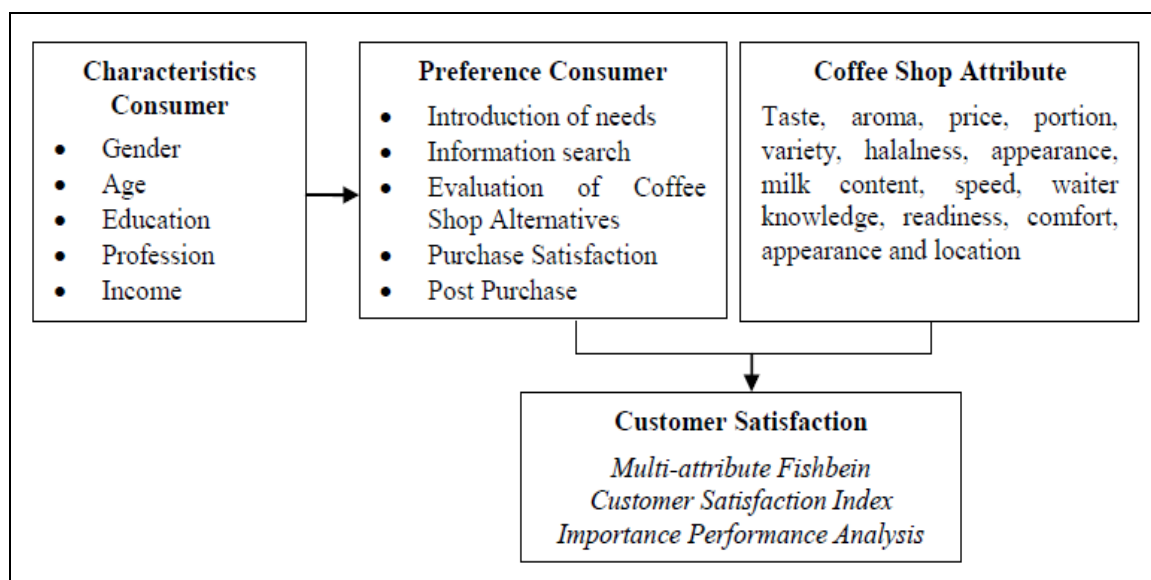Tingkat kepuasan konsumen minum kopi di *coffee shop* Kota Takengon tergolong puas.

Figure 1: The framework for analyzing attitudes, preferences and customer satisfaction in coffee shops in Takengon City

RESEARCH METHODS

This research will be conducted at the Indonesian Coffee Gallery coffee shop which is located at Jalan Takenong Isaq Kayu Kul, Pegasing District, Central Aceh Regency, Aceh Province, which is a popular coffee shop among coffee lovers in Takengon City. The research period was from April 2020 to August 2020. Sampling or also known as respondents was carried

out using a non-probability sampling method, the type of which was accidental sampling. Accidental sampling is done by obtaining data from a set of populations, which is how to obtain data for the sample in an incidental way or accidentally by not using certain plans (Mardalis in Chairawani, 2017). This survey involved 155 people.

In this study, the methods used are Descriptive Analysis, Customer Satisfaction Index (CSI) and Fishbein's Multi-attribute model. Data processing was performed using Microsoft Office Excel 2007 and SPSS 15. For qualitative data, it was analyzed using descriptive tabulations, while quantitative data would be processed using the Customer Satisfaction Index (CSI) method and the Multi-attribute Fishbein model. In this study, to determine the level of customer satisfaction using the Importance Performance Analysis (IPA) method or analysis of the level of interest and customer satisfaction. The IPA method is an application technique to measure the attributes of the level of importance and implementation.

RESULTS AND DISCUSSION
Analysis of Fishbein's Attitude

Consumer attitudes were analyzed using the Fishbein multi-attribute model, which describes the consumer's assessment of drinking coffee in a coffee shop. This model includes an interest evaluation component (ei) and a confidence level component (bi). Each attribute was assessed by the respondent. Furthermore, it is obtained the degree of positive or not positive attitudes of consumers in total towards consumers in the coffee shop of the Taengon City Indonesian Coffee Gallery.

Attribute evaluation (ei) is the importance according to consumers based on their desire to consume coffee in the coffee shop. Attributes of hospitality and politeness of waiters (4.44) are the most desirable things when consuming coffee in a coffee shop. This is because the clarity of the hospitality and politeness of the waiters really gives a sense of comfort to drinking at

the caffee shop. The second position in the formation of consumer attitudes based on evaluation (ei) is that coffee shop comfort (4.39) is very important in a coffee shop because in Takengon city the majority of 99% are Muslim. The third attribute that consumers want the most is coffee shop convenience (4.39), then the attribute that has the last assessment is the portion of the coffee menu on the coffee menu (3.57).

The trust value of coffee shop attributes. The Takengon City Indonesian coffee gallery shows the performance value of these attributes. This confidence value is assessed by the respondent with the criteria that if the value is closer to number five, then the attribute is considered the better the performance, but if the value is closer to number one, the attribute is considered the less good the performance level. The coffee shop attribute that is considered the best is the taste of the coffee menu (3.77). This shows that drinking coffee in a coffee shop in the city of Takengon is considered the most important, indeed, that taste cannot be deceived. 3.28).

Based on Fishbein's attitude assessment, it can be concluded that the respondent's attitude towards the coffee shop is neutral or casual with a value of 208.85 which is in the range of values between 159.01-231.00. This attitude arises based on the respondent's assessment of all observed attributes.

Customer Satisfaction Index Analysis

From the calculation results, the overall CSI value for the coffee shop attribute of Galeri Kopi Indonesia is 69.56%. This figure is in the satisfaction index value range between 60% and 80%, indicating that in general the respondents are satisfied with the Takengon City Indonesian Coffee Gallery coffee shop based on all the attributes tested.

Importance Performance Analysis

A Cartesian diagram is a diagram that contains a mapping of the attributes of the Takengon City Coffee shop coffee shop. Mapping of these attributes is obtained from

mapping the average score for the level of importance (Yi) and the average score for the level of performance (Xi) of each attribute.
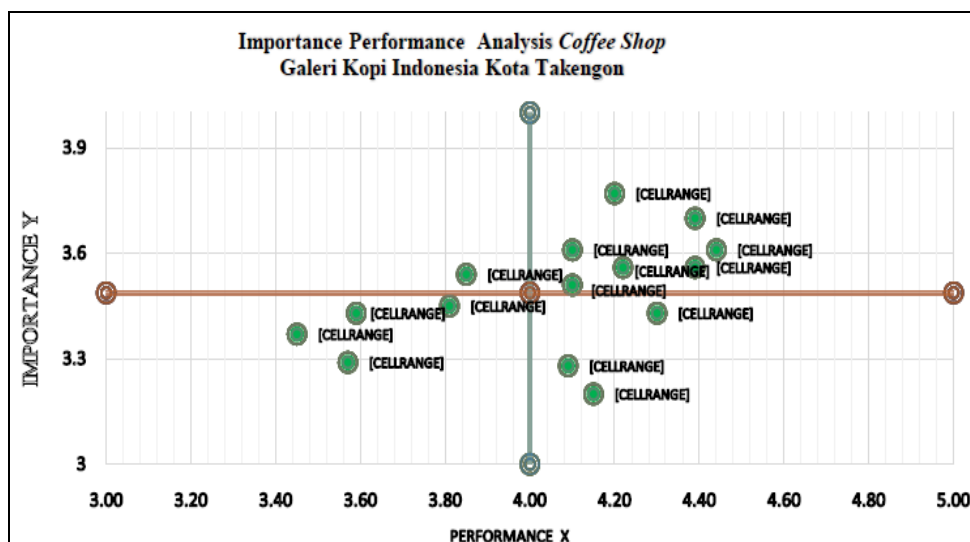

Figure 2: Cartesian diagram of the level of importance and performance of attributes at the Takengon City Coffee Shop Indonesian Coffee Gallery

Information	
Quadrant I 5: Portion of coffee menu	Quadrant II 1: Taste of coffee menu 1: The aroma of the coffee menu 6: Halal coffee menu 12: The friendliness and courtesy of the waiter 13: Coffee shop convenience 14: Coffee shop appearance 15: Coffee shop location
Quadrant III 3: Coffee menu variations 4: Coffee menu prices 8: The content of milk on the coffee menu 11: Readiness in coffee shop complaints	Quadrant IV 9: Service speed 10: The waitress' knowledge of the menu served 7: Coffee menu appearance

Quadrant I: First Priority

Quadrant I in the Cartesian Importance Performance Analysis (IPA) diagram shows the importance level of a product attribute that is considered very important by consumers, but the performance shown by this attribute is still considered low or not optimal. Attributes that are in quadrant I must be a top priority for the Galeri Kopi Indonesia coffee shop in improving performance so that it can meet and increase customer satisfaction. These attributes are the portion of the coffee menu, the ideal portion or dose of coffee consumption is 2-3 cups per day. With this ideal dose, the antioxidant content in coffee can work optimally to ward off free radicals in the body, from the portion after being asked to the respondent is less than ideal because the glass used is small.

Quadrant II: Maintain Achievement

Quadrant II in the Cartesian Importance Performance Analysis (IPA) diagram contains attributes that are considered important by consumers and their performance levels are in accordance with consumer expectations, therefore the performance of these attributes must be maintained by the coffee shop. The attributes included in this quadrant are as follows: Taste of coffee, Aroma of coffee menu, Halal-ness of Coffee Menu, Hospitality and courtesy of waiters, Coffee Shop Convenience, Coffee Shop Display, Coffee Shop Location.

Quadrant III: Low Priority

Quadrant III in the Cartesian Importance Performance Analysis (IPA) diagram illustrates the attributes, if seen from the consumer's interest is at a low level

of interest, as well as when viewed from the consumer's performance is at a low level of performance as well. Consumers often ignore these attributes, so Galeri Kopi Indonesia coffee shop does not need to make improvements at this time. These attributes are coffee menu variation, coffee menu price, milk content on the coffee menu and coffee shop readiness (complaint). The attributes mentioned above have a low level of performance, but consumers do not really bother. According to them these attributes are not important. Although it is not really a problem by consumers, coffee shop owners should still make improvements to these attributes in an effort to satisfy consumers.

Quadrant IV: Excess

Quadrant IV in the Cartesian Importance Performance Analysis (IPA) diagram contains attributes, if seen from the consumer's interest it is at a low level of interest, but if seen from the performance it is at a high level of performance. consumers judge that the performance of these attributes is at a high level. So this attribute needs to be reconsidered by the coffee shop because it is considered less important by customers, but its implementation is excessive. The performance or implementation of these attributes should be reduced and allocated to other attributes that require a higher level of performance. These attributes are speed of service, knowledge of the waiter about the menu served and appearance of the coffee menu.

CONCLUSION

1. Consumer characteristics are obtained from consumers who come to the Coffee Shop of the Indonesian Coffee Gallery at Takengon City involving 155 people (Consumers) dominated by gender are male as many as 113 Consumers or 73%, marital status is single as many as 106 consumers or 68%, based on the age of consumers are 26-36 years old as many as 77 consumers or 50%, based on the latest education is a Bachelor degree

as many as 94 consumers or 61%, based on the job is private employees as many as 71 consumers or 46%, consumers based on income per month is IDR.1,000,000 - 2,500,000 as many as 70 consumers.

2. The majority of consumer decision making at the Indonesian Coffee Gallery coffee shop, namely the intensity for drinking coffee outside the consumer is 3-5 times equal to 51%, consumer motivation is to look for a typical menu / unit by 37%, the coffee menu in a coffee shop is a sanger of 43 %, the benefits of drinking outside are as a distraction by 72%, the source of consumer information is from friends / relatives by 90%, the initial consideration when visiting a coffee shop is to fill free time by 47%, based on considerations in choosing a coffee shop is the atmosphere of the coffee shop is fun by 54%, consideration when making a purchase is the taste of the menu by 62%, based on consumers visiting is depending on the situation (if you want) by 65%. The source of consumers influencing visiting is family / friends by 56%. Consumers based on the feeling after enjoying the menu are satisfied by 56%, based on the interest in visiting again is 56%, and based on if the menu price increases, it is still 79%.

3. Based on the attitude analysis of the overall attributes and maximum attitudes towards the coffee shop of the Takengon City Indonesian Coffee Gallery is (208.85 <300.26). The smallest difference between A0 and A0 is the maximum in the comfort attribute in the coffee shop. This data proves that this attribute has a good performance and also gets good appreciation from the respondents. Convenience at the coffee shop The Indonesian coffee gallery has been trusted by most respondents because the location of the coffee shop is far from the main road so that respondents avoid noise. Plus, the Indonesian Coffee Gallery coffee shop

is in a coffee garden so that the respondents really enjoy the comfort while drinking coffee.

4. Based on the results of the calculation of the Customer Satisfaction Index (CSI), the overall value for the coffee shop attributes of Galeri Kopi Indonesia is 69.56%. This figure is in the satisfaction index value range between 60% and 80%, indicating that in general the respondents are satisfied with the coffee shop of the Indonesian Coffee Gallery, Takengon City.

5. Based on Importance Performance Analysis (IPA) analysis, seen from the Cartesian diagram, attributes that must be improved by the coffee shop owner of Galeri Kopi Indonesia are the portion of the coffee menu. This is the main priority that must be improved by the coffee shop owner.

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