



Customer Satisfaction Level With the Quality of Service Provided by Waiters at the Sekopi Coffee Shop in Renon

Ni Putu Trisnawati¹, Ni Kadek Eni Juniari², Putu Ayu Sudiparwati^{3*}, I Ketut Rusdiarnata⁴, Ni Luh Suastuti⁵
Politeknik Pariwisata Bali

Corresponding Author: Putu Ayu Sudiparwati ayusudiparwati@ppb.ac.id

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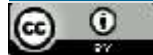
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ABSTRACT

In the competitive food sector, businesses like restaurants and cafes must prioritize customer satisfaction through effective marketing strategies to ensure long-term profitability. This study investigates customer satisfaction with waitress service quality at Sekopi coffee shop in Renon, based on Google reviews indicating customer dissatisfaction. Employing a quantitative descriptive method, the research uses questionnaires distributed to 100 respondents, analyzed across five indicators: Tangible, Empathy, Responsiveness, Reliability, and Assurance using random sampling technique. The findings reveal an overall customer satisfaction level of 3.81, categorized as satisfied, suggesting areas for maintaining and enhancing service quality at Sekopi in Renon.

INTRODUCTION

In the era of globalization, the development of the business world is currently growing rapidly in both domestic and international markets, due to the large number of business competitors operating in similar products or services. This is evident in the large number of new business units being initiated by the community, ranging from small, medium, to large enterprises. Various types of businesses in the food industry, such as restaurants, cafes, and coffee shops, must create marketing strategies focused on customer satisfaction to survive in the midst of intense business competition. Customer satisfaction is closely related to the creation of customer value. Because customer satisfaction means providing benefits for the company, such as harmonious relationships between the company and its customers, creating a solid foundation for customer satisfaction, and fostering word-of-mouth recommendations that benefit the company, thereby sparking customer interest in purchasing or using the company's services, according to Sasongko (2021:106). Paying attention to consumer interests by understanding their needs, desires, and satisfaction with the service is the key to the success of a business in this increasingly competitive environment. Service quality is the most important factor in determining customer satisfaction because it has a direct impact on the image of a business. If a company can provide services that meet customer expectations, then its service quality can be considered good. Many businesses today emphasize service quality to maintain customer loyalty over the long term, increase sales, and build brand awareness. Customers today are spoiled for choice when it comes to dining options. Along nearly every street, there are culinary alternatives ranging from street food stalls, eateries, cafes, restaurants, coffee shops, and other establishments that not only offer the taste of a product but also provide comfort.

According to Wiktionary in Barkah (2019), a coffee shop is a small café or restaurant that typically offers delicious coffee and occasionally sells non-alcoholic beverages, along with various light snacks or simple meals, with adequate facilities and support at the location. One business operating in the food and beverage sector that will be discussed further in this final project is the Sekopi coffee shop located at Jl. Tukad Balian No.15, Renon, South Denpasar, Denpasar City, Bali. Sekopi has an aesthetically pleasing building, offering both indoor and outdoor seating. The indoor space is not very large but is air-conditioned and has excellent decor. Additionally, there is live music every Saturday or Sunday. The coffee shop operates from 11:00 AM to 1:00 AM WITA. Sekopi Coffee Shop in Renon also sells various types of coffee drinks, milkshakes, mocktails, light snacks such as fried potatoes and toasted bread, and heartier meals like rice bowls and fried rice. At the Sekopi coffee shop in Renon, the average number of visitors per day ranges from 30 to 60 people, with a seating capacity of 70 guests.

The Sekopi coffee shop in Renon strives to continuously improve its service standards, but in business or work, there are always oversights and mistakes. Based on Google reviews, there have been various complaints about the quality of service, which have left customers feeling disappointed. For

example, some customers have written, "The coffee is delicious, and the food is also tasty, but we had to wait an hour just for fries, and when they arrived, they were already cold. It also took 30 minutes for a hot cappuccino. The place is spacious, but because it's so large, the staff don't notice the cleanliness. It's just sad that the service isn't fast enough." There are also comments like, "The order took a long time to arrive, and the Wi-Fi didn't work." Additionally, some customers mentioned, "The indoor area is comfortable, but there are staff members who are very noisy, which is very disruptive. If customers choose to sit indoors, they are seeking comfort and tranquility perhaps because they are working or doing homework but this becomes uncomfortable due to the noisy and rude staff. They might be joking with friends, but they should consider the customers. Hopefully, this serves as a lesson, and the staff's manners can be improved." Furthermore, there are customers who commented, "Please tell the staff not to focus only on serving those who are ordering. Those who have already ordered should be served first. Don't just serve new orders while old orders are left unattended. We've been waiting for an hour and it's still not ready." Additionally, another customer commented, "The service is very unfriendly." Similar comments were made by other customers, such as, "If the staff could be a little friendlier, that would be great." Furthermore, the results of an interview with the manager at the Sekopi coffee shop in Renon also confirmed that there are indeed some common complaints, such as slow service when delivering orders to customers' tables, and complaints due to staff focusing only on taking orders while previous orders are not prepared, causing a backlog and requiring customers to wait longer. Based on the complaints from customers who visit the Sekopi coffee shop in Renon and supported by the interview results with the Manager, it is worthwhile to conduct further research on the level of customer satisfaction with the quality of service provided by the staff at the Sekopi coffee shop in Renon.

LITERATURE REVIEW

According to Rangkuti (2011:31), consumer satisfaction is defined as a response or reaction to a discrepancy between the level of prior interest and the actual performance perceived after use. Meanwhile, according to Kotler and Armstrong (2012:9), consumer satisfaction is the extent to which a product's performance meets the buyer's expectations. Daryanto & Setyobudi (2019) defines consumer satisfaction as an emotional assessment of a product after using it, where the consumer's expectations and needs are met. Based on these definitions, it can be concluded that consumer satisfaction plays a crucial role in a customer's feelings about using a product or service when their expectations and needs are met. Therefore, customers will have high loyalty if what they need matches their expectations. Service quality is one of the mandatory factors that need to be considered to determine the level of consumer satisfaction (Indrasari, 2019:87-88). According to Lewis & Booms (in Tjiptono and Chandra, 2016), service quality is measured by the extent to which the service provided meets customer expectations. This quality is achieved when a company is able to accurately meet customer needs and desires. Meanwhile, Rusydi (2017)

defines service quality as a company's ability to provide the best quality service, which ultimately results in customer satisfaction. According to Kotler (as cited in Fandy Tjiptono, 2016:284-285), there are five dominant factors or determinants of service quality. These five indicators are:

1. Tangible: the appearance of physical facilities, equipment, facilities, infrastructure, and various communication materials. This includes physical facilities, parking, and employee appearance.
2. Empathy: the willingness of employees to provide individual care and attention to customers.
3. Responsiveness: the willingness to help customers and provide prompt service. This emphasizes attention and accuracy in customer service and resolving customer complaints.
4. Reliability: the ability or skill to provide dependable, reliable, and accurate service.
5. Assurance: the knowledge and courtesy of employees, as well as the ability to provide mutual assurance, thereby fostering trust and confidence in what has been conveyed to customers.

METHODOLOGY

This research employs a descriptive quantitative method. Quantitative research, as defined by Arikunto (2019:27), utilizes numerical data for collection, interpretation, and presentation of results. The study adopts a descriptive approach aimed at portraying the research topic and findings. The population comprises the average consumers or visitors of Sekopi Coffee Shop in Renon, with an average annual visitation of 1,228 individuals. Random sampling was used as the sampling technique, wherein all individuals in the population have an equal opportunity to be selected as sample members (Riyanto, 2020:16). The sample consists of consumers visiting Sekopi Coffee Shop in Renon. The sample size was calculated using Slovin's formula. With a population of 1,228 and a 10% error level, the calculated sample size is 92.46, which is rounded up to 93. Therefore, this research utilizes a sample size of 93 respondents..

RESEARCH RESULTS

According to Kotler in Fandy Tjiptono (2016:284-285), it is stated that there are five dominant factors or the main quality of service:

- 1) Tangible
- 2) Empathy
- 3) Responsiveness
- 4) Reliability
- 5) Assurance

The following is a summary of the results of the questionnaire regarding the quality of service perceived by consumers at the Sekopi Coffee Shop in Renon as seen in Table 1.

Table. 1 Recapitulation of Service Quality Dimensions

No	Service Dimension	Indicator	Average Indicator Score	Average Dimension Score	Notes
1	Tangible	a	4.15	4.07	Satisfied
		b	4.04		
		c	4.04		
2	Empathy	a	3.91	3.94	Satisfied
		b	3.99		
		c	3.93		
3	Responsiveness	a	3.61	3.69	Satisfied
		b	3.91		
		c	3.56		
4	Reliability	a	3.12	3.38	Quite Satisfied
		b	3.50		
		c	3.52		
5	Assurance	a	3.88	3.98	Satisfied
		b	3.95		
		c	4.13		

Source: Processed Primary Data

Table 1 summarizes the consumer satisfactions level with the quality of service provided by waiters at the Sekopi Coffee Shop in Renon with five dimensions which are tangible, empathy, responsiveness, reliability and

assurance. The total average score of all indicators 3.81, which is rated as "Satisfied".

DISCUSSION

Referring to Table 1 above, the results of the questionnaire on the dimensions of service quality and customer satisfaction at the Sekopi coffee shop in Renon are summarized with five dimensions and the average value of each indicator. The results of the analysis of each dimension of service quality in this study are presented as follows:

1. Tangible (Tangible)

The tangible dimension indicators consist of 3 statements, namely:

- a) Sekopi Coffee Shop in Renon provides a comfortable seating area, scoring 4.15 in the satisfied category.
- b) The neat appearance of the waitstaff received a score of 4.04, categorized as satisfied.
- c) The cleanliness of the room at the Sekopi coffee shop in Renon received a score of 4.04, categorized as satisfied.

Thus, overall, the tangible indicator at the Sekopi coffee shop in Renon received a score of 4.07, categorized as satisfied by the respondents. This indicates that respondents are satisfied with the condition of the room at the coffee shop, the neat appearance of the waitstaff, and the cleanliness of the room at the Sekopi coffee shop in Renon, as according to respondents, the tangible indicators are in line with consumer expectations.

2. Empathy

The Empathy indicator consists of 3 statements, namely:

Waitstaff give full attention to consumers, scoring 3.91 in the satisfied category.

- a) Consumers are always served courteously by waitstaff, scoring 3.99 in the satisfied category.
- b) Waitstaff are able to understand consumer needs, scoring 3.93 in the satisfied category.

Overall, the Empathy indicator at the Sekopi coffee shop in Renon received a score of 3.94, which falls into the satisfied category according to respondents. This indicates that respondents are satisfied with the attention given by the waitstaff, their friendliness, and their ability to understand customer needs, which align with customer expectations.

3. Responsiveness (Responsiveness)

The Responsiveness indicator consists of 3 statements, namely:

- a) Waitstaff can serve customers quickly, scoring 3.61 in the satisfied category.
- b) Waitstaff can respond to customer requests appropriately, scoring 3.91 in the satisfied category.
- c) Waitstaff are responsive to customer complaints, scoring 3.56 in the satisfied category.

Overall, the Responsiveness indicator at the Sekopi coffee shop in Renon received a score of 3.69, categorized as satisfied by respondents. This indicates that respondents are satisfied with the service provided by the staff, their ability

to respond to customer requests, and their responsiveness to customer complaints, which align with customer expectations.

4. Reliability

The Reliability indicator consists of three statements, namely:

- a) Waiters are able to deliver orders to customers on time, with a score of 3.12 in the "fairly satisfied" category.
- b) Waiters are reliable in serving guests' orders, with a score of 3.50 in the "satisfied" category.
- c) The accuracy of waitstaff in providing information to customers received a score of 3.52, categorized as satisfied.

Overall, the Reliability indicator at the Sekopi coffee shop in Renon received a score of 3.38, categorized as fairly satisfied by respondents. This indicates that respondents are fairly satisfied with the waitstaff's service in delivering orders on time, their reliability in serving orders, and their accuracy in providing information to customers.

5. Assurance

The Assurance indicator consists of 3 statements, namely:

- a) The politeness of waitstaff when interacting directly with customers received a score of 3.88, categorized as satisfied.
- b) Waitstaff have good knowledge of the products sold, receiving a score of 3.95, categorized as satisfied.
- c) Customers feel comfortable while at the coffee shop, receiving a score of 4.13, categorized as satisfied.

Therefore, the overall Assurance indicator for the Sekopi coffee shop in Renon received a score of 3.98, which falls into the "satisfied" category according to respondents. This indicates that respondents are satisfied with the waitstaff's politeness, their knowledge of the products being sold, and the comfort of customers while at the coffee shop, which aligns with customer expectations.

Based on the discussion, the total mean score for all indicators across all dimensions of service quality at the Sekopi coffee shop in Renon is 3.81, which can be categorized as satisfied. This indicates that customers visiting the Sekopi coffee shop in Renon are satisfied with the service quality provided by the staff. The results of the discussion above show that the dimension with the highest score is Tangible at 4.07, which can be categorized as satisfied, while the dimension with the lowest score is Reliability at 3.38, which is categorized as fairly satisfied.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion in the previous chapter and based on the five service quality indicators, it can be concluded that the level of customer satisfaction with the service quality of waiters at the Sekopi coffee shop in Renon obtained an overall average score of 3.81, which is categorized as satisfied, with the following details:

1. The Tangible indicator received an average score of 4.07, categorized as satisfied, which is the indicator with the highest average score among the others.

2. The Empathy indicator received an average score of 3.94, categorized as satisfied.
3. The Responsiveness indicator received an average score of 3.69, categorized as satisfied.
4. The Reliability indicator received an average score of 3.38, categorized as fairly satisfied, which is the indicator with the lowest average score among the other indicators.
5. The Assurance indicator received an average score of 3.98, which is categorized as satisfied.

ADVANCED RESEARCH

Based on the conclusions presented above and to improve customer satisfaction with the quality of service at the Sekopi coffee shop in Renon, recommendations are needed for the Sekopi coffee shop in Renon. The recommendations are as follows:

1. For the management, it is important to maintain and improve the quality of service in the dimensions of Tangible, Empathy, Responsiveness, and Assurance, which are already in the satisfied category, so that in the future they can achieve the very satisfied category. This can be addressed by providing regular training to waitstaff, such as improving the system for delivering orders to ensure timely delivery to customers, thereby aiming to achieve better results in the future for the sustainability of the coffee shop and its employees.
2. Waiters are expected to regularly participate in training programs provided by management to enhance their knowledge and skills in serving customers, thereby delivering the best possible service to both customers and the company.

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