



UDC 332

## CONSUMERS SATISFACTION ANALYSIS OF OFFICE COFFEE IN BANJARBARU CITY, SOUTH KALIMANTAN PROVINCE, INDONESIA

Andriani Erwin\*, Hamdani, Yanti Nuri Dewi

Faculty of Agriculture, University of Lambung Mangkurat, Banjarbaru, Indonesia

\*E-mail: [andrianierwin71@gmail.com](mailto:andrianierwin71@gmail.com)

### ABSTRACT

Office Coffee is a coffee company established in 2015 under the umbrella of PT Indoharves. This study aims to assess consumer satisfaction with Office Coffee in Banjarbaru City. Consumer satisfaction levels were analyzed using the Customer Satisfaction Index (CSI), which determines the level of customer satisfaction with the quality of coffee products and the quality of service provided by Office Coffee, as perceived by consumers. This results in an overall consumer satisfaction index. Satisfaction measurement is based on the aforementioned attributes. The study used 30 attributes derived from the 7P marketing mix: Product, Price, People, Process, Place, Physical Evidence, and Promotion. Consumer satisfaction with Office Coffee in Banjarbaru City is 4.20 based on the Customer Satisfaction Index (CSI) calculation, indicating that the satisfaction level of Office Coffee customers in Banjarbaru City is "Very Satisfied."

### KEY WORDS

Office coffee, consumers, Customer Satisfaction Index, public service.

Office Coffee is a coffee company established in 2015 under the auspices of PT Indoharves. The company initially focused on various business lines, including coffee production. Over time, Office Coffee began to establish direct partnerships with coffee farmers from various regions in Indonesia. The first collaboration started with coffee farmers in Bali in 2016, followed by coffee farmers from Toraja in 2017, and coffee farmers from Aceh in 2018. In 2019, the company expanded its network to Flores and West Java. In 2020, they began to source coffee from the Ijen area, East Java, and then expanded their network to Kamojang, West Java in 2021. Office coffee provides coffee and light snacks as a place to hang out and work. Office coffee has become increasingly popular in recent years, especially in major cities in Indonesia. One of the cities that also has many Office coffees is Banjarbaru, South Kalimantan.

Operationally, Office Coffee has two main sides. First, they process raw coffee beans into coffee beverages ready to be served in their cafes. Second, the company also operates a restaurant that serves various types of drinks and food, with coffee as one of the flagship products. All coffee beans used by Office Coffee come from local farmers in Indonesia. This demonstrates the company's commitment to using local resources and supporting the local economy.

International recognition received by Office Coffee largely stems from their collaborations with Indonesian coffee farmers. These collaborations not only enhance the quality and taste of the coffee produced but also strengthen the relationship between the company and the local farming communities. This recognition helps boost the brand reputation of Office Coffee internationally, positioning them as one of the key players in the global coffee industry.

In the coffee industry, analyzing customer satisfaction is crucial to help producers develop products preferred by consumers and to enhance overall customer satisfaction. Therefore, studies on coffee consumer satisfaction continue to be conducted, attracting researchers' and industry practitioners' interest. Several studies have been conducted to understand the interest and satisfaction of consumers with Office Coffee in Banjarbaru. For instance, a study by Indrasari et al. (2021) showed that consumers in Banjarbaru tend to prefer Office Coffee with a comfortable atmosphere and affordable prices. Additionally, fast



service and good product quality are also important factors influencing consumer satisfaction. Another study by Yulianawati and Mustafidah (2020) indicated that Office Coffee is also a popular place for work or study.

Consumer satisfaction analysis aims to determine what consumers like and dislike, as well as to determine the importance ranking of product attributes or features. By using this satisfaction analysis, the importance ranking of product characteristics, such as what is most important or most preferred, can be obtained. Satisfaction analysis is a data analysis technique used to understand an individual's or group's satisfaction or priorities in choosing among several available options or alternatives. Satisfaction analysis can be used to understand consumer satisfaction in choosing products or services, voter satisfaction in choosing political candidates, or satisfaction in selecting public policies. Satisfaction analysis can provide useful insights for organizations or governments in developing more effective marketing strategies or public policies and in understanding how consumer or voter decisions are made (Damanik, 2020).

Coffee satisfaction analysis can provide insights into the factors influencing consumer satisfaction in choosing the coffee they drink. Several previous studies have shown that taste, aroma, price, brand, and quality are the most influential factors in consumer satisfaction. For example, a study by Sari et al. (2018) showed that taste is the most important factor in influencing consumer satisfaction with coffee. The study also indicated that aroma, price, and quality are also important factors in influencing consumer satisfaction. Another study by Sudrajat et al. (2019) showed that brand is also an important factor in influencing consumer satisfaction with coffee. The study indicated that well-known and trusted brands tend to be preferred by consumers. Damanik et al. (2020) showed that coffee quality is an important factor in influencing consumer satisfaction. The study indicated that good coffee quality is preferred by consumers, even if it is more expensive. Therefore, studies on consumer satisfaction with coffee continue to be conducted and remain an interesting topic for researchers and practitioners in the coffee industry.

According to Nielsen (2018), nearly 80% of the Indonesian population consumes coffee regularly, with an average consumption of around 2.6 cups per day. Additionally, a survey conducted by Euromonitor in 2020 showed that the ready-to-drink coffee category is one of the largest beverage categories in Indonesia, with a market share of 37.5%. However, more detailed information on coffee consumption in Banjarbaru City still needs to be obtained through surveys or research specifically conducted in that area.

Several studies have been conducted to understand consumer satisfaction with coffee. For example, a study by Santos et al. (2016) in Brazil showed that coffee consumers in the country prefer stronger and sweeter coffee. On the other hand, a study by Han and Ryu (2018) in South Korea indicated that consumers in the country tend to prefer lighter and less bitter coffee. Additionally, other studies have shown that other factors such as brand and place of purchase also influence consumer satisfaction with coffee. For instance, a study by Ruiz-Gutiérrez et al. (2017) in Spain indicated that coffee brand and place of purchase are important factors influencing consumer satisfaction. Consumers in Banjarbaru tend to prefer Office coffee that provides comprehensive and comfortable facilities for work or study. Moreover, another study by Sari et al. (2020) indicated that branding and promotion are also important factors influencing consumer satisfaction with Office coffee in Banjarbaru. The research aims to assess consumer satisfaction with Office coffee in Banjarbaru City.

## **METHODS OF RESEARCH**

The research was carried out at Office Coffee Jalan Trikora No.7, Guntung Manggis, Landasan Ulin District, Banjar Baru City, South Kalimantan 70731.

The sampling was conducted using a survey method, and accidental sampling was the research methodology for gathering quantitative data. Accidental Sampling involves obtaining data from a group of population members in a random manner, without specific planning. Respondents were selected from Office coffee consumers, with a total of 100 respondents.



Consumer satisfaction levels were analyzed using the Customer Satisfaction Index (CSI), which determines the level of customer satisfaction with the quality of coffee products and the service quality of Office coffee according to consumers, resulting in an overall consumer satisfaction index. Measurement of consumer satisfaction was based on the attributes mentioned above. The study utilized 30 attributes developed from the marketing mix 7Ps: Product, Price, People, Process, Place, Physical Evidence, and Promotion.

This method employs descriptive analysis measured on a Likert scale. Identifying consumer satisfaction levels with the quality of coffee products and services at Office coffee was done by measuring marketing mix indicators, namely X1 (product), X2 (price), X2 (people), X4 (process), X5 (place), X6 (physical evidence), and X7 (promotion). The index value is obtained from the scale range (RS), with the formula for calculating the scale range (RS) as follows:

$$Rs = (m-n) / b$$

Where: RS = Scale Range; m = Maximum score on the scale in the questionnaire; n = Minimum score on the scale in the questionnaire; b = Total number of scale points in the questionnaire.

## **RESULTS AND DISCUSSION**

The research results indicate differences between the level of importance and customer satisfaction regarding various service attributes at Office coffee. Product attributes, including coffee flavor, coffee aroma, coffee taste quality, flavor variations, and special menus, received high importance ratings with averages above 4.00, while the satisfaction level for these attributes tended to be even higher with averages above 4.3. This suggests that Office coffee has successfully met customer expectations for the offered coffee products and even provided higher satisfaction than expected.

On the other hand, price attributes are also considered important by customers, especially pricing with service quality, pricing compared to other cafes, discounts, and membership cards. However, the satisfaction level with price attributes tends to be lower than their importance level. This indicates that Office coffee needs to pay more attention to pricing strategies and discount promotions to enhance customer satisfaction in this aspect.

People attributes, which include promptness, politeness, friendliness, appearance, and server explanations, are also rated important by customers with relatively high satisfaction levels. This suggests that the service from servers plays a significant role in influencing customer satisfaction at Office coffee. Therefore, the company needs to continue improving training and supervision for servers to meet customer expectations.

The presentation process is also considered very important by customers, especially in terms of transaction speed. Although the satisfaction level with the presentation process overall is quite high, there is a significant difference between the importance and satisfaction levels regarding transaction speed, where customer satisfaction tends to be lower than its importance. Therefore, Office coffee needs to focus on improving efficiency in the transaction process to meet customer expectations.

Finally, place attributes are also deemed important by customers, especially place comfort, place cleanliness, prayer room/worship place, and power outlets. Although the satisfaction level with place attributes is generally quite high, there are some aspects such as place cleanliness and power outlets that received lower satisfaction ratings than their importance levels. Therefore, the company needs to increase efforts in maintaining place cleanliness and ensuring the availability of facilities like power outlets to enhance customer satisfaction with the environment at Office coffee.

The index of importance and satisfaction is an analysis conducted to determine the general distribution of importance and satisfaction data in a scattergram graph. The results are located in which quadrant. From the calculation results, the index of importance obtained a score of 4.17 (important). This value is obtained by calculating the average score of the



importance level divided by the number of attributes in the service quality indicator. Meanwhile, the satisfaction level index obtained a score of 4.20 (very satisfied). This result is obtained by averaging the satisfaction level scores divided by the number of attributes in the service quality indicator.

Data analysis was performed using SPSS application presented in a single diagram. The diagram is divided into 4 quadrants: A, B, C, and D, with a total of 30 attributes. Each attribute will be spread across each quadrant according to the importance and satisfaction level attribute scores. The quadrants in this index are: quadrant 1 (A) (top priority) with 2 attributes, quadrant 2 (B) (maintain performance) with 10 attributes, quadrant 3 (C) (low priority) with 11 attributes and quadrant 4 (D) (excessive) with 7 attributes.

Quadrant A represents the top priority. Attributes in this quadrant are considered very important by consumers but the service is not satisfactory. Therefore, Office Coffee Kafe Banjarbaru needs to improve the quality of service in this quadrant. The attributes in quadrant A (Top Priority) are: Attribute 18: Transaction Speed; Attribute 24: Power Outlets. Attributes in the top priority quadrant indicate that improvements are needed in the performance of these attributes. Office Coffee Kafe Banjarbaru needs to prioritize improvements to the attributes in this quadrant because their performance is considered unsatisfactory by consumers.

Quadrant B is included in the maintain performance category. Attributes in this quadrant are considered very important by consumers and the service is satisfactory. Therefore, the company must maintain the quality of service in this quadrant. The attributes in quadrant B (Maintain Performance) are: Attribute 1: Coffee Flavor; Attribute 3: Coffee Taste Quality; Attribute 4: Flavor Variations; Attribute 7: Price with Service Quality; Attribute 16: Presentation; Attribute 19: Comfort of Place; Attribute 23: Mosque/Worship Place; Attribute 25: Place Cleanliness; Attribute 26: Location; Attribute 27: View. Office Coffee Kafe Banjarbaru can maintain the quality of service attributes in this quadrant.

Quadrant C falls into the low priority category. Attributes in this quadrant are considered unimportant by consumers and the service is unsatisfactory. The attributes in quadrant C (Low Priority) are: Attribute 6: Hygiene; Attribute 8: Price compared to other Cafes; Attribute 9: Discounts; Attribute 10: Membership Card; Attribute 11: Promptness of Waiters; Attribute 12: Courtesy of Waiters; Attribute 13: Friendliness of Waiters; Attribute 17: Serving Container Used; Attribute 20: Wi-Fi; Attribute 22: Live Music; Attribute 29: Promotions.

The attributes in the restaurant security assurance quadrant are considered not very important by consumers and the service is unsatisfactory. In conclusion, consumers feel unsatisfied with the service. Although this category is less important, management should also pay attention to the assessment for this category.

Quadrant D falls into the excessive category. Attributes in this quadrant are considered unimportant by consumers but the service is satisfactory. The attributes in quadrant D (Excessive) are: Attribute 2: Discounts; Attribute 5: Membership Card; Attribute 14: Promptness of Waiters; Attribute 15: Courtesy of Waiters; Attribute 21: Lights/Illumination; Attribute 28: Live Music; Attribute 30: Promotions. The attributes in this quadrant are considered not very important by consumers but the service provided is satisfactory. In conclusion, the waiters already feel satisfied with the service provided by Office Coffee Kafe Banjarbaru.

Based on the quadrants, the level of importance of Office Coffee Kafe Banjarbaru's service is categorized as highly important, while the performance level provided is satisfactory. The importance index is 4.17, and the satisfaction index is 4.20. Across 30 services quality attributes divided into 4 quadrants within a single diagram. Nisa et al. (2023) identified the characteristics of coffee shop consumers as mostly aged 20-29, male, and predominantly students. Factors influencing customer satisfaction at Office Coffee include product quality, price, waitstaff, process, place, physical evidence, and promotion. The Customer Satisfaction Index (CSI) analysis, reaching 81%, indicates that customers are very satisfied with the service provided.

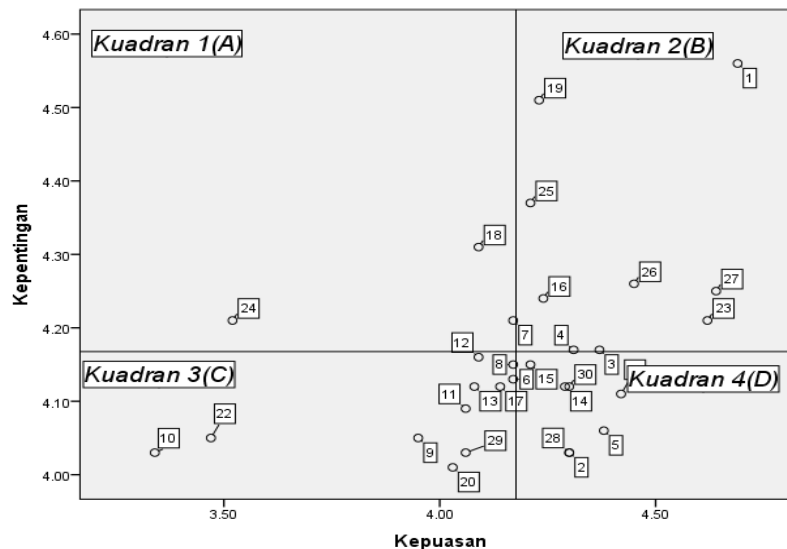


Figure 1 – Quadrant index of consumer satisfaction and interest levels

This finding aligns with the research on Kopi Lain Hati Manado by Nuraziizah et al. (2023), where factors such as product quality and service also play a crucial role in determining high levels of customer satisfaction. Both studies indicate that product quality and service are key factors in achieving high customer satisfaction in coffee shops, both in Manado and Banjarbaru. Suwito (2018), using performance and importance analysis in cafes, explained that customers' assessment of the importance of cafe services is considered very important, while the performance provided is only satisfactory because it has not yet met customer expectations. According to Saefudin (2020), the atmosphere of the place is one of the crucial factors to be considered as it can make customers feel comfortable staying longer during their visit.

Rossi et al. (2021) emphasized the importance of increasing customer satisfaction as it serves as an indicator of productivity and the future sustainability of coffee shop businesses. Customer satisfaction not only measures current satisfaction but also includes customers' willingness to recommend the coffee shop to others and customer loyalty. A study conducted in three coffee shops in Purwokerto showed that most customers are satisfied with a score of 75.80% and have high loyalty. Attributes that most influence satisfaction include taste and price, followed by service facilities, menu variety, promotions, and location. The satisfaction score of 4.20 at Office Coffee Kota Banjarbaru not only reflects high service quality but also has the potential to increase customer loyalty, which is crucial for the sustainability and growth of coffee shop businesses amid the continuously increasing coffee consumption trend.

Nuraziizah et al. (2023) suggest that customer satisfaction with coffee shops can serve as a relevant comparison to evaluate how effective strategies and service quality at different locations meet customer expectations and how effective these variables are in shaping customer satisfaction. Customer satisfaction is also the result of customer evaluations of the quality of service and products offered by entrepreneurs, whether they are met or not met by addressing customer complaints in print media or directly providing suggestions to the company. Therefore, customer satisfaction can be created through service quality and evaluations (Kotler and Keller, 2007).

## CONCLUSION

Consumer satisfaction with Office Coffee in Banjarbaru City is 4.20 based on the Customer Satisfaction Index (CSI) calculation, indicating that the satisfaction level of Office Coffee customers in Banjarbaru City is "Very Satisfied."



## REFERENCES

1. Amirullah, A. H. (2002). Riset pemasaran dan perilaku konsumen. Penerbit Graha Ilmu.
2. Andreassen, T. W., & Streukens, S. (2018). Twenty-five years of satisfaction research: A bibliometric analysis. *International Journal of Research in Marketing*, 35(3), 502-513.
3. Asosiasi Ekportir Kopi Indonesia. (2013). *Industry Kedai Kopi*. Retrieved from <http://www.aeki-aice.org/page/industri-kedai-kopi/id>.
4. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior* (10th ed.). Thomson/South-Western.
5. Casaló, L. V., Flavián, C., & Guinalíu, M. (2015). The impact of social media on corporate reputation: A literature review. *Corporate Reputation Review*, 18(3), 214-233.
6. Damanik, A. F., Riani, Y., & Susilowati, E. (2020). Consumer preferences for specialty coffee attributes in Indonesia. *Journal of Ethnic Foods*, 7(1), 11.
7. Davis, B., Lockwood, A., & Pantelidis, I. (2017). *Food and beverage management*. Routledge.
8. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1994). *Perilaku Konsumen*. Edisi Keenam, jilid 1. Jakarta: Binarupa Aksara.
9. Han, H., & Ryu, K. (2018). The theory of planned behavior and the moderating roles of product involvement and task complexity in the business event tourism segment. *Tourism Management*, 64, 24-35.
10. Hartono, D. (2018). Analisis Kepuasan Konsumen Di Kafe Ruang Kopi Bogor. *Institusi Pertanian Bogor. Jawa Barat*. Retrieved from <https://ejournal.unsrat.ac.id/index.php/emba/article/view/20262/20682>.
11. Kim, Y., & Seo, Y. (2019). Consumer preference and willingness to pay for specialty coffee attributes: a focus on Korean coffee consumers. *Sustainability*, 11(17), 4745.
12. Kotler, P. (1997). *Marketing management: Analysis, planning, implementation, and control*. Prentice-Hall.
13. Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson Education.
14. Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran*. Edisi Bahasa Indonesia. Jakarta: PT Indeks.
15. Lerah, R., Magdalena, W., & Jacky, S. B. S. (2018). Analisis Manajemen Rantai Pasok Komoditas Pala Desa Sawang Kecamatan Siau Timur Selatan. *Jurnal EMBA*, 6(3), 558-1567.
16. Listyari, N. P. W. (2006). Keputusan Pembelian dan Kepuasan Coffeeshop De Koffie Pot Bogor (Skripsi). Jurusan Ilmu-ilmu Sosial Ekonomi Pertanian, Fakultas Pertanian, Institusi Pertanian Bogor.
17. Nielsen. (2018). "Kebiasaan Konsumsi Kopi di Indonesia: Laporan Tahunan 2018". Nielsen Research Reports.
18. Nisa, F. K., Monalisa, & Sari, I. M. (2023). Analisis Tingkat Kepuasan Konsumen Pada Usaha Kedai Kopi Di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Pertanian*, 8(2), 241.
19. Nuraziizah, Z., Mandei, J. R., & Loho, A. E. (2023). Analisis Kepuasan Konsumen Pada Kopi Lain Hati Manado. *Agrisosioekonomi: Jurnal Transdisiplin Pertanian (Budidaya Tanaman, Perkebunan, Kehutanan, Peternakan, Perikanan, Sosial dan Ekonomi)*, 19(1), 449-456.
20. Rahardjo, M. (2013). Klasifikasi kopi dengan metode hierarchical cluster analysis. *Jurnal Ilmu dan Teknologi Hasil Ternak*, 8(1), 7-13.
21. Rossi, M., Ethika, D., & Widyarini, I. (2021). Analisis Kepuasan Konsumen Kopi pada Kedai Kopi di Wilayah Purwokerto. *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)*, 5(3), 878-891.
22. Ruiz-Gutiérrez, V., Esteban-Talaya, A., Izquierdo-Yusta, A., & San-José-Cabezudo, R. (2017). Influence of coffee brand and outlet on consumer preferences in Spain. *British Food Journal*, 119(2), 399-413.
23. Ryu, K., Lee, H., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality*



- Management, 24(2), 200-223.
24. Saefudin, A. (2020). Kajian Pembandingan Preferensi Konsumen pada Dua Kedai Kopi di Cibinong, Kabupaten Bogor. *AGROVITAL: Jurnal Ilmu Pertanian*, 5(1), 39-46.
  25. Santos, M. R., Torres, E. A., & Almeida, S. R. (2016). Do quality labels affect consumer willingness to pay for traditional food products? *European Review of Agricultural Economics*, 43(1), 31-51.
  26. Saputra, E. (2008). *Kopi. Harmoni*. Yogyakarta.
  27. Sari, D. W., Widayanti, T., & Wahyudi, E. (2018). Factors affecting coffee consumer preferences in Indonesia: a case study in Surabaya. *Journal of Applied Economic Sciences*, 13(1), 245-254.
  28. Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer behavior*. Pearson Education India.
  29. Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior*. Pearson Education.
  30. Setiawan, E., & Sri Ayu. (2016). Analisis Kepuasan Konsumen (Suatu Kasus Pada Kedai Kopi Di Wilayah Majalengka). *Jurnal Ilmu Pertanian dan Peternakan, Universitas Majalengka*.
  31. Simamora, B. (2003). *Memenangkan pasar dengan pemasaran efektif*. PT. Gramedia Pustaka Utama.
  32. Sudrajat, D. A., Purwaningrum, I. N., & Susilowati, E. (2019). Consumer preferences of coffee attributes in Indonesia: a case study in Bandung city. *IOP Conference Series: Earth and Environmental Science*, 334(1), 012098.
  33. Sugiyono. (2017). *Hipotesis Penelitian: Pengertian, Jenis-Jenis, dan Contoh Lengkap*. Retrieved from <https://penerbitdeepublish.com/Yogyakarta>.
  34. Tjiptono, F. (2001). *Strategi Pemasaran Edisi II*. ANDI: Yogyakarta.
  35. Tsai, W. H., Huang, S. M., & Hsu, C. H. (2017). Investigating the impact of customer satisfaction on customer loyalty and repurchase intentions in e-commerce environments: A structural equation modeling approach. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 27(4), 189-203.
  36. Weinberg, B. A., & Bealer, B. K. (2010). *The world of caffeine: The science and culture of the world's most popular drug*. Routledge.
  37. Willmott, M., & Molyneux, L. (2015). *Starting and running a coffee shop: Brew real success*. Harriman House Limited.