

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT BANUA COFFEE CAFE IN MAKASSAR CITY

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Abstract

The goal of this study is to ascertain how the level of service at Cafe Banua Coffee in Makassar City affects customer satisfaction. The research method utilized in this file is a quantitative research approach with an associative research type. This study found that service quality has an impact on customer satisfaction at Café Banua Coffee in Makassar city. Quantitative research is a research method based on the positivist philosophy, used to examine specific populations or samples. Data collection uses research instruments, and data analysis is quantitative in nature with the aim of testing predetermined hypotheses. This suggests that the business might raise client happiness by enhancing the caliber of services offered.

Keywords: Service Quality, Customer Satisfaction

1. INTRODUCTION

The economy in Indonesia is currently developing in a better direction. This can be proven by the rapid development of the business world, where more and more business actors open and develop their businesses. One of the businesses that is growing and is in great demand by businessmen today is the business in the food industry. One of the culinary businesses that is currently developing is a coffee shop or coffee shop. As is generally known, the Indonesian people have recently embraced coffee as a way of life (lifestyle). When going to start their activities in the morning it is not uncommon for people to drink coffee first. This is because drinking coffee has been used as a ritual or a hereditary habit by the community. In the city of Makassar, there are currently many coffee shops, both traditional and modern in concept, which are located in small alleys, on the side of the main road, in hidden places or in strategic places, even now many are standing in shopping centers that Of course, it has its own uniqueness, both in terms of taste quality, attractive café design, and uniqueness in the presentation process. Each café has its own market share. Cafe Banua Coffee is a coffee shop that has been established since October 2020, located on Jl. Biring Romang Lorong 6 No. 12 Kapasa, Kec. Tamalanrea. The intended audience for this café are the nearby students, and its position is both convenient and advantageous. This cafe offers a concept that is currently trending, namely classic modern with an outdoor cafe concept, and

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offers views of the rice fields around the Biring Romang area. Banua Coffee is a name taken from the Toraja language, namely "Banua" which means Home and "coffe" in Indonesian coffee. This means that Banua Coffe is a home for people who want to enjoy various types of coffee with good quality. Cafe business competition in the city of Makassar is currently very competitive. In running a coffee shop business, companies must always observe and understand the needs and wants of consumers. By understanding the needs and desires of consumers, it will provide important input for the company to design marketing strategies. The following is sales data at Café Banua Coffee in Makassar City.

Tabel 1. Sales data at Café Banua Coffee in Makassar City.

Month	Sales Turnover in 2021
January	22.109.000
February	20.821.000
March	23.007.000
April	19.352.000
May	2.306.000
June	29.032.000
July	29.215.000
August	30.084.000
September	23.361.000
October	22.818.000
November	19.004.000
Desember	20.921.000
Total	262.030.000

Source: Café Banua Coffee Januari-Desember 2021

Table 1 shows that the sales data for Café Banua Coffee in 2021 fluctuated. It can be seen that in April, May and November there was a decrease from the previous month which reached 2,306,000 sales levels. Based on the table and pre-survey that the author has conducted on approximately 30 people, it is concluded that there are several things that cause sales at BanuaCoffee Café to continue to fluctuate, namely service quality that is not optimal due to the lack of permanent employees and the dominance of part-time employees so that service is not fully delivered. as well as limited parking space. When comparing the degree of service received (perceived service) to the level of service anticipated (expected service), consumers evaluate the quality of the service they received. According to (Cronin & Taylor, 1992) good service quality has a significant impact on customer satisfaction and customer satisfaction, which will ultimately affect customer interest in repurchasing in the future. Customer happiness, loyalty, and the desire to repurchase will all rise as a result of improved service, raising the company's revenue naturally. Companies must be able to satisfy the

requirements and wishes of customers by offering the greatest and highest-quality service in order to compete, thrive, and grow. The quality of service at Café Banua Coffee is considered to be less than optimal. According to the results of the pre-survey conducted, there were 60% or 18 respondents who were dissatisfied with the service at Café Banua, while 40% or 12 respondents said they were satisfied with the service at Café Banua Coffee. The limited number of full-time employees staying at the Café has caused the service to not be fully channeled given the café concept which is an outdoor of two floors and there is only one line and one waitress. In addition, the parking area provided can only accommodate two to three cars. In response to this, Café Banua Coffee has added 2 full-time baristas and 4 part-time waitresses who will change shifts every day. Consumer satisfaction according to (Sangadji & Sopiah, 2013) can be defined as the suitability between the performance and services provided with consumer expectations for the performance and service of these products. The more fulfilled consumer expectations, the greater customer satisfaction and will increase the likelihood of repeat purchases, which will ultimately build consumer loyalty. In determining customer satisfaction, there are several factors that must be considered by business people, one of which is service quality, that is, customers will feel satisfied if they get good service or as expected. And the last is price, namely products that have good quality but set relatively low prices will provide higher value to customers.

2. RESEARCH METHOD

This document's research was conducted using a quantitative associative research method. The goal of quantitative research is to test pre-existing hypotheses. It is a type of research methodology based on the positivist philosophy and used to examine particular populations or samples. Sampling techniques are typically random, data collection uses research instruments, and data analysis is quantitative in nature. While this type of associative research is a type of research that aims to determine the relationship between two or more variables. Then using the validity test, Reliability Test, and Classical Assumptions Test includes Multicollinearity, Heteroscedasticity, and Normality tests. and multiple linear regression analysis, then hypothesis testing includes t test, f test.

3. RESULTS AND DISCUSSION

Characteristics of Respondents

This study used 50 respondents to Café Banua Coffee customers who were chosen using specified criteria. Here are some data related to information about the respondents.

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT BANUA COFFEE CAFE IN MAKASSAR CITY*Muhammad Ichwan Musa, Cepi Pahlevi, Indrianty Sudirman, Sumardi***Table 2. Respondents according to Gender**

Gender	Frequency (Person)	Percentage (%)
Man	22	44,00
Women	28	56,00
Total	50	100,00

Source: Data processed in 2023

According to the table above, there are 28 respondents, or 56% of them, who are women. While men were 44% or 22 people. There are several reasons why the number of women dominates, one of which is that women are more interested in social activities such as drinking coffee or gathering in cafes.

Table 3. Respondent Age Data

Age	Frequency (Person)
18-21	23
22-23	19
24-30	8

Source: data processed in 2023

Based on the data above, the age of the respondents starts from 18 to 30 years old. The dominant respondents aged 18-23 years are students to college students. Based on the survey that has been done, the majority of respondents are students. One of the reasons why the dominant respondents are students and students is because the cafe is a comfortable place to serve as a place to gather and do schoolwork or college assignments.

Validity Test

Checking validity can be When the r count value (the correlation between the number of items and the count) exceeds the r table value (at a significant level of 10%), the assertion is deemed to be true. The test results obtained are as follows.

Service Quality Variable**Table 4. Validity Test**

Items	R_{count}	R_{table}	Information
1	0,788	0.273	Valid
2	0,882	0.273	Valid
3	0,871	0.273	Valid
4	0,841	0.273	Valid
5	0,852	0.273	Valid

6	0,813	0.273	Valid
7	0,883	0.273	Valid
8	0,896	0.273	Valid
9	0,789	0.273	Valid
10	0,802	0.273	Valid

Source: Results processed in 2023

From the table above it can be seen that the ten items for the statement of service quality (X1) are declared valid.

Consumer Satisfaction Variable

Table 5. Validitas test

Items	R _{count}	R _{table}	Information
1	0,755	0.273	Valid
2	0,777	0.273	Valid
3	0,902	0.273	Valid
4	0,947	0.273	Valid
5	0,874	0.273	Valid
6	0,855	0.273	Valid
7	0,807	0.273	Valid
8	0,707	0.273	Valid

Source: data processed in 2023

The eight items for the statement of customer satisfaction (Y) are shown in the table above to be certified legitimate.

Reliability Test

Table 6. Reliability Test

Variable	Cronbach's Alpha	Information
Service Quality (X1)	0,954	Reliable
Consumer Satisfaction (Y)	0,927	Reliable

Source: data processed in 2023

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Based on the Table of Reliability Test Variables X1 and Y, where the Service Quality variable X1 shows a Cronbach's alpha (α) value of $0.954 > 0.600$ which means reliable, the Consumer Satisfaction variable Y shows a Cronbach's alpha (α) value of $0.927 > 0.600$ which means reliable.

Classical Assumption Test

Multikolinearitas Test

Table 7. Multikolinearitas Test

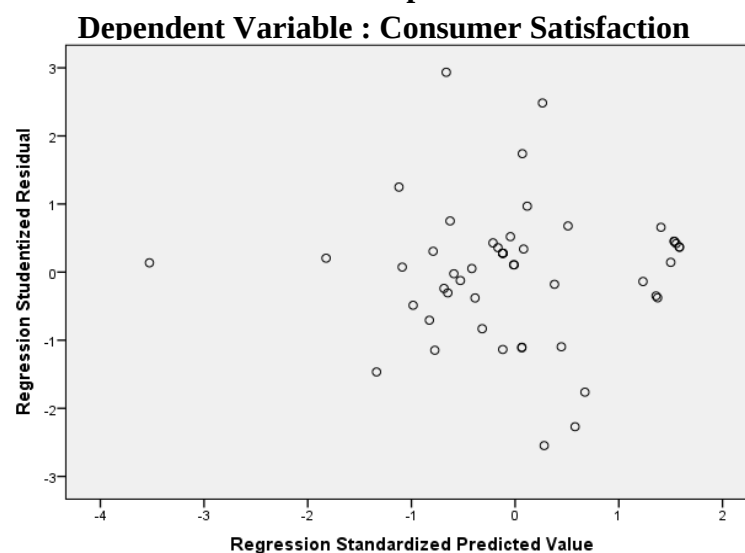
Variable	Cronbach's Alpha	Keterangan
	Tolerance	VIF
Service Quality (X1)	0,449	3,449

Source: processed in 2023

According to the "Coefficients" output table, The tolerance for variables exceeding the value surpasses 0.10, as can be shown. The VIF value is currently less than \$10,000. Therefore, it can be inferred from the results of the multicollinearity test that the multicollinearity free regression model has no signs of multicollinearity.

Heteroscedasticity Test

Figure 1. Heteroscedasticity Test Scatterplot

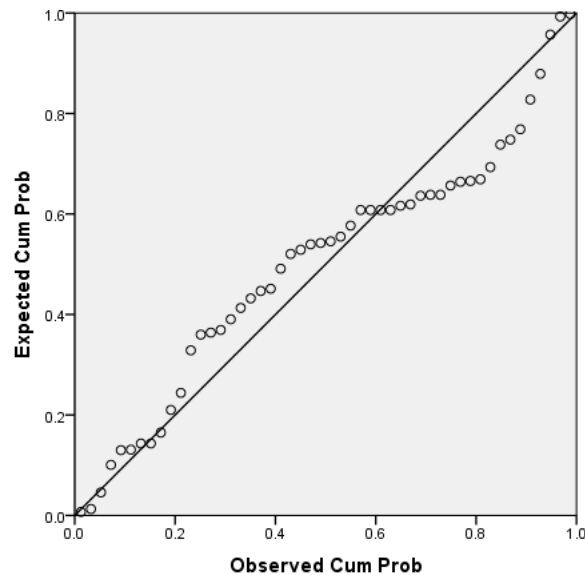


Source: data processed in 2023

The dots in the preceding graph do not follow a certain pattern (they are wavy, broadened, and then narrowed before spreading above and below the 0 on the Y axis), indicating that there is no heteroscedasticity in the regression model.

Normality Test

Figure 2. Normality Test
Normal P-P Plot of Regression Standardized Residual
Dependent Variable : Customer Satisfaction



Source: data processed in 2023

It is clear from the image above that the regression model's study data is regularly distributed. This is because it can be inferred from the distribution of data points along the diagonal and the distribution of points around the regression line.

Multiple Linear Regression Analysis

Based on the output results of multiple linear regression can be seen in the following table:

Table 8. Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.129	2.994		.043	.966
Service Quality	.240	.118	.289	2.030	.048

Source: data processed in 2023

- Constant is set at 0.129. The consumer satisfaction variable has a fixed value of 0.129 if there is no service quality.

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- Since b_1 equals the regression coefficient X_1 of 0.240, every 1% rise in value will boost customer satisfaction by 0.240.

Hypothesis testing

T Test (Partial)

Table 9. T Test (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.129	2.994		.043	.966
	Service Quality	.240	.118	.289	2.030	.048

Source: data processed in 2023

- Customer satisfaction is significantly influenced positively and significantly by (X_1) service quality, which has a significant value of 0.048 more than 0.05 and a positive regression coefficient.

F Test (Simultaneous)

Table 10. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1019.383	3	339.794	41.379	.000 ^b
	Residual	377.737	46	8.212		
	Total	1397.120	49			

Source: data processed in 2023

In order to demonstrate that the independent variables, specifically Service Quality, have a substantial impact on Customer Satisfaction, the aforementioned table displays a significant probability of 0.000, where the value is less than 0.05.

Analysis of the Coefficient of Determination (R^2)

Table 11. Koefisien determinasi (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.730	.712	2.866

Source: data processed in 2023

According to the preceding table, which shows that the adjusted R square result was 0.712, the ability of the service quality variable to describe customer satisfaction is 71.2%, with the remaining 28.8% being explained by other variables not explored in this study.

Discussion

Service Quality

The T count for the Service Quality variable is 2.030, and the significant value that was found was 0.048 0.05. Therefore, it may be inferred that the variable affecting service quality has a big impact on customer satisfaction. This is backed by the variety of services that Café Banua offers to its clients, as described in Chapter 1. Even though previously it was not optimal, Banua Café is trying to improve by adding several employees so that all services at Café Banua run well.

Consumer Satisfaction

Based on the findings of the data analysis in this study, it is known that while service quality and pricing have an impact on customer satisfaction, the variable product quality has no impact. Since only service quality and price have an impact on consumer satisfaction, the hypothesis "Product quality, service quality, and price affect consumer satisfaction" cannot be accepted. This is in line with what Santoso (2019) and Asty and Ayuningtias (2020) stated, "There is a partial influence of service quality and price on consumer satisfaction, while product quality has no effect on consumer satisfaction."

The adjusted R square, also known as the coefficient of determination, is 0.712, meaning that the variables of product quality, service quality, and price are able to account for 71.2% of customer satisfaction, with the remaining 28.8% being explained by other factors not covered in this study.

4. CONCLUSION

Service quality has an influence on customer satisfaction at Café Banua Coffee in the city of Makassar. This indicates that the service provided through the interior and the Cafe concept makes customers satisfied to see the interior of the café which has an outdoor concept with views of rice fields makes customers who come feel relaxed and comfortable while enjoying a variety of food and drinks they ordered.

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