



## **ANALYSIS OF CUSTOMER SATISFACTION AT WINDA STUDIO COFFEE**

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### ***ABSTRACT***

*This research was conducted in Humbang Hasundutan Regency, which is famous for its diversity of coffee shops. The presence of many coffee shops in this area reflects the strong coffee consumption culture in Indonesia, with coffee being one of the main economic commodities and a significant source of foreign exchange. Apart from providing economic benefits, coffee also provides income for coffee farmers in Indonesia. This research focuses on the influence of customer satisfaction on customer loyalty at Winda Studio Coffee. Data were analyzed using a simple linear regression method, which revealed that customer satisfaction has a significant positive influence on customer loyalty. Thus, the higher the level of customer satisfaction, the higher the level of customer loyalty towards Winda Studio Coffee. The results of this research provide important insights for coffee business owners, especially Winda Studio Coffee, to continue to improve the quality of their products and services in order to maintain and increase customer satisfaction, which in turn will support customer loyalty. In the fierce competition in the coffee industry, understanding and responding to customer needs is the key to success in maintaining a strong market share.*

*Keywords: Product Quality, Purchasing Decisions, and Customer Satisfaction .*

### **PENDAHULUAN**

Regency Humbang Hasundutan is home to hundreds of coffee shops t is not surprising that many Indonesians have a strong love for coffee given the long-standing tradition of coffee consumption in the country and the fact that coffee is one of the most valuable plantation crops in terms of economic value and serves as a source of significant foreign exchange. cash for the country. In addition to being a significant source of foreign exchange, coffee provides income for Indonesian coffee farmers.

Urban communities have an active lifestyle that includes activities at school, housewifery, work, and other responsibilities. Due to the high levels of stress that metropolitan communities experience due to their busy lifestyles, many people say that these cities lack comfort and calm. They are also looking for refreshing , either refreshing



once a week or refreshing when they return to their usual activities. When they are tired, one of their options is to visit a cafe or shop and drink a cup of coffee.

The coffee industry is one industry that continues to grow throughout the world. Coffee products not only serve as an everyday drink but also as an experience and lifestyle for many individuals. In the fierce competition in the coffee market, Winda Studio Coffee is committed to providing high quality coffee products and extraordinary customer experiences. By offering this service at a cost that is affordable for the surrounding environment, it is hoped that Winda Studio Coffee will can fulfill these needs. Drinking coffee has become a fast-growing trend and a lifestyle that is highly sought after by various groups, including adults and young people. Especially for countries that produce high quality coffee, this drink is becoming increasingly popular among the population. The increasing popularity of coffee has turned it into an increasingly recognized lifestyle. Not only drinking coffee at home, but now drinking coffee is also often done in coffee shops, which are more often referred to as coffee shop . This modern coffee shop offers facilities that support youth lifestyle trends, including wifi access which is not only used for relaxing, but also as a place to work. The owner of Winda Studio Coffee revealed to researchers that there were a number of problems, including many customers returning too often sometimes only once every two weeks or even once a month. However, some consumers still seemed happy, as evidenced by recommending the shop's goods to several colleagues.

Table 1. Competitor Data around the Research Object in Humbang Hasundutan

No	Name	Address
1	One soul Coffee	Humbang Hasundutan
2	Mimiti Coffee & Space	Humbang Hasundutan
4	Javanese Shop Coffee	Humbang Hasundutan
5	Didago Coffee	Humbang Hasundutan
6	Duo Coffee	Humbang Hasundutan
7	Blue Doors	Humbang Hasundutan

Source: rerasa.com



Based on description on so formulation problem dama study This is how? influence satisfaction customer on customer loyalty . In accordance with the problems posed in the research, the aim of this research is: Based on the use of the research formula, the aim of the research is as follows: to analyze customer satisfaction and shop customer loyalty .

### **Library Review**

#### **Price**

According to Herviana and Anik (2018), argue that price is the amount of money or value that consumers trade to gain profits from owning or being charged for a good or service. For buyers, the price is milk, while for sellers it is different. For price sellers, revenue and profits mostly come from sales. In addition, price is the various values that consumers exchange for various benefits associated with owning or utilizing goods or services. According to research by Suparman (2019 ) , price is the amount of money charged for a good or service; it is the total value that consumers trade for the benefit of owning or utilizing a good or service. Because the client carefully evaluates whether he is receiving the most value from the product relative to his outlay, price is a significant influence in product satisfaction and loyalty.

#### **Product quality**

According to Kotler and Keller (2018), product quality is the sum of the properties and qualities of a product or service which depends on its capacity to meet explicit or implicit needs. According to research by Djumarno (2018), better products tend to increase consumer loyalty. Product quality indicators used in this research, such as performance, features, reliability, compliance, durability, serviceability, aesthetics, and perceived quality .

#### **Customer satisfaction**

According to Sucipto (2016) satisfaction is a feeling of happiness or disappointment that results from someone comparing the perceived product performance (or results) with their expectations. This phrase is often used to assess whether a company's goods and services meet or exceed its clients' expectations. Consumer



satisfaction has been viewed as a unique type of consumer attitude in the service industry. According to study Njei Zephan (2019) argues that customer satisfaction can be defined as the gap between customers' expectations before consuming goods or services and their actual experience.

### **Loyalty customer**

According to Griffin (2014) defines loyalty as behavior in which the retrieval unit decision in a way consistent obtain product or service from selected business. Define loyalty as promise customer For subscribe return in a way regular or buy product or service certain future. Although There is possibility situation and initiative marketing will change people's behavior.

## **RESEARCH METHODS**

The type research this quantitative descriptive. Quantitative is method based on positive philosophy which is used to research populations and samples, collect data using research tools, and analyze i quantitative/statistical to test hypotheses certain (Sugiyono, 2015). A total of 47 visitors to Winda Studio Coffee were used as research samples and data was obtained from research questionnaires that had been filled in by research subjects. The data collection techniques in this research are divided into 3 (three), namely:

1. Observation

According to Jogiyanto (2004), defines observation as a method for collecting appropriate information by closely observing research subjects. This method is applied by carefully observing operations at Winda Studio Coffee. As a result, to obtain thorough and precise data, researchers also have to travel directly to the field. It also serves to describe ongoing actions, relevant individuals, and topics that will be explored further in this research.

2. Interview

According to Budiyo (2014), stated that dialogue with research subjects during. Questions and responses from stakeholders or other interested



parties who have an interest or influence on this research were conducted as part of this research. Apart from that, discussions with informants were carried out during interviews, either directly or with the help of social media.

### 3. Literature Study

Literature Study is a procedure for collecting data that involves reviewing related sources, such as books, journals, periodicals, newspapers, etc. (Nazir, 2003).

### 4. Questionnaire

According to Sugiyono (2015), by providing respondents with a list of questions or written statements to respond to, a questionnaire or questionnaire is a data collection strategy. Questionnaire question types are divided into two categories: open and closed.

## RESULTS AND DISCUSSION

Based on the answers to the questionnaire, gender characteristics were obtained which can be seen in table 1 below :

**Table 1 Frequency of Research Subjects by Gender**

<b>Gender _</b>	<b>Frequency</b>	<b>Percentage</b>
boy _	32	68%
Woman	15	32%
<b>Amount</b>	<b>47</b>	<b>100%</b>

*(Data source processed by researchers, 2023)*

Based on the table above , the results obtained from 47 respondents were 32 people or 68 percent of respondents were male and 15 people or 32 percent of respondents were female. Which means men are the largest number of respondents

### Characteristics of Respondents Based on Age

The following is the frequency of research subjects in the age range, which can be seen in the table below :

**Table 2 Frequency of Research Subjects by Age Range**



Age	Frequency	Percentage
21 – 30	31	66%
31 – 40	9	19%
41 - 50	7	14%
<b>Amount</b>	<b>47</b>	<b>100%</b>

*(Data source processed by researchers, 2023)*

Based on the table above , it can be concluded that there are 31 visitors aged 21 - 30 years or 66%, employees aged 31 - 40 years are 9 people with a percentage of 19% and then aged 41 - 50 years are 7 people with a percentage of 14%.

### **Characteristics of Respondents Based on Education**

The following is the frequency of research subjects from educational level, which can be seen in the table below :

**Table 3 Frequency of Research Subjects by Education Level**

Education	Frequency	Percentage
SENIOR HIGH SCHOOL	38	80.85%
D3	7	14.89%
S1	2	4.2%
<b>Amount</b>	<b>47</b>	<b>100%</b>

*(Data source processed by researchers, 2023)*

Based on the table above , it can be concluded that there are visitors whose final level of education is 38 employees, namely high school, 7 employees with D3, 2 employees with bachelor's degrees.

### **Characteristics of Respondents Based on Length of Work**

The following is the frequency of research subjects from the period worked , you see in table below this :

#### **Working Period**

Length of Work	Frequency	Percentage
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< 1 Year	9	19%
1 – 5 Years	36	76%
> 5 Years	2	5%
<b>Amount</b>	<b>47</b>	<b>100%</b>

*(Data source processed by researchers, 2023)*

Based on the table above , it can be concluded that there are visitors who have worked at Winda Studio Coffee with a length of service of 1 year for 9 employees or 19%, 1 – 5 years for 36 employees or 76%, and 8 – 10 years of service for 2 people or 5%.

### Simple Linear Analysis Test

In this research, multiple linear regression analysis was also carried out , where this analysis is useful for determining the relationship between variables. The two variables will be analyzed for the level of relationship and value between the two variables that can be used for conclude the magnitude of the influence of variable free against variable bound . According to Sugiyono (2015) When two or more independent variables are used as predictors and changed, multiple regression analysis is used to predict how the condition of variables be dependent later. Models regression that is called regression linear multiple covers a lot variable independent . To confirm the direction of and degree influence of independent factors against dependent variable carried out analysis regression multiple linear . (Ghozali, 2018)

In this research, a simple linear analysis test was carried out by producing coefficient values for the satisfaction variable customers towards loyalty customers at Winda Studio Coffee . The results of the linear analysis carried out in this research are presented in Table 5 which can be seen in the table below :

**Table 5 Results Output ANOVA**

ANOVA						
Model	Sim of Squares	df	Mean Square	F	Mr	
1	Regression	251,273	1	251,273	63,318	.000 <sup>b</sup>
	Residual	173.203	45	4,261		
	Total	439,318	46			



From table above known that value  $F_{count} = 63.318$  with a significance level of  $0.000 < 0.05$ , then model regression can be used for predict variable satisfaction customers or in other exist influence variable satisfaction customer (X) against loyalty customer (Y).

**Table 6 Results of Regression Test**

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig .
	B	Standard Error	Beta		
(Constant)	13,714	4,128		3,520	,002
Satisfaction customer	,741	,087	,762	7.827	.00

Based on result analysis data use program Versi 26 , i is obtained equation \_ \_ berganda sebaga : \_

$$Y = a + bX$$

$$Y = 13,714 + 0.741 X$$

Mark persamaan regress linear sederhana tersebut bermakna :

- 1) The constant (a) is 13,714 means that satisfaction customer remain can increase by value the constant though loyalty zero value customers .
- 2) Coefficient X ( satisfaction customer ) positive value of of 0.741 , this means every increases by one the score for variable satisfaction customer will followed increase loyalty customer is 0.741 with \_ assumptions variable else is constant. The coefficient is worth positive means satisfaction customer give positive influence . More and more high level loyalty customer then increasingly high

#### t test

The t test is also often referred to as partial, this test is carried out to determine the magnitude of the impact between each existing independent variable. The results of the t test carried out in this study:

**Table 7 t test**





<i>Coefficients</i>						
<b>Model</b>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<b>t</b>	<b>Significance Value</b>
		<b>B</b>	<b>Standard Error</b>	<b>Beta</b>		
1	(Constant)	13,714	4,128		3,520	,002
	Satisfaction customer	.741	.087	.762	7.827	.00

From testing based test , is obtained results  $t_{hitung} > t_{tabel}$  is  $7.827 > 2.014$ . Viewed from level significance , value significance that is obtained is 0.000 more small of 0.05. This \_ that exist relationship the significance between satisfaction customer and loyalty customer so concluded that satisfaction customer has positive effect i loyalty customer .

## **Discussion**

### **Influence Satisfaction Customer Loyalty Customer**

Based research that done researcher through questionnaire , obtained results satisfaction customer influential significant against loyalty customer , p this can be seen from tests based test , is obtained results  $t_{hitung} > t_{tabel}$  is  $7.827 > 2.014$ . Viewed from the level of significance, value significance obtained by i.e. 0.000 is less than . Thing this means that exists relationship that significance a between satisfaction customer and loyalty customer so concluded that satisfaction customer influence positive t towards loyalty customer . Apart that from output anova is also known that value F count = 63.629 with level is 0.000.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Based on the simple linear regression analysis carried out in this research, several conclusions can be drawn as follows:

1. Customer satisfaction (X) has a positive influence on customer loyalty (Y). This is indicated by the regression coefficient value (0.741) which is positive and significant with a significance level (0.000) which is smaller than 0.05. In other



words, increasing customer satisfaction will be followed by increasing customer loyalty.

2. The F-calculated value from the ANOVA analysis is 63.318 with a significance level of 0.000. This shows that the simple linear regression model used can be used to predict customer satisfaction variables on customer loyalty.

### **Suggestion**

Based on the results of this research, there are several suggestions that can be given:

1. It is important to continuously improve customer satisfaction because it has a positive impact on customer loyalty. Efforts to improve product or service quality, better customer service, and better understanding of customer needs can help increase customer satisfaction.
2. Winda Studio Coffee should continue to monitor and evaluate customer satisfaction levels periodically. By understanding changes in customer satisfaction, companies can take the necessary actions to maintain and increase customer loyalty.
3. Additionally, companies may consider conducting further research or follow-up studies to understand the deeper factors that influence customer satisfaction and loyalty. This can help in designing more appropriate and effective strategies.
4. Given the high level of significance in the relationship between customer satisfaction and customer loyalty, it is important for Winda Studio Coffee to continue to prioritize customer satisfaction as a key factor in business growth and sustainability.

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