

**ATTRIBUTES OF THE COFFEE SHOP BUSINESS TOWARD
CUSTOMER SATISFACTION: Empirical Evidence from Starbucks Empire**

XXI Yogyakarta

Raden Roro Ratna Roostika, S.E., MAC., Ph.D.

Senior Lecturer in Marketing Department International Program

Faculty of Business and Economics Universitas Islam Indonesia

ratna.roostika@uii.ac.id

Safira Septananda Pamurty

Students of International Program

Faculty of Business and Economics Universitas Islam Indonesia

safiraseptananda@gmail.com

ABSTRACT

Coffee shops are known to be one of the most visited places for a person to be productive in terms of work and creating ideas. Individuals tended to spend the majority of their budget on coffee consumption mainly because it served as a multi-beneficial investment for studying, working, and socializing. The coffee shop businesses tended to be created commonly, however competitions were intense. Therefore, it is crucial to understand the market to be ahead of competition given the economic uniqueness and value as it will provide continuous profits. This research identified that four attributes were the core link to potential customer satisfaction in coffee shop services. Based on the surplus of academic evidence in the service industry, this research examined atmosphere, employee attitude, information technology (IT) service and coffee quality as core variables that were important to satisfaction. Furthermore, a total of 235 valid data from the respondents were gathered in this research. The result indicated that two attributes of the coffee shop had a positive impact on customers' satisfaction. Moreover, the customer's satisfaction was also proven to have an impact on the customer's loyalty.

Keywords: *coffee shop, atmosphere, employee attitude, IT services, coffee quality, customer's satisfaction, customer's loyalty*

**ATRIBUT DARI BISNIS KOPI TERHADAP KEPUASAN PELANGGAN:
Bukti Empiris dari Starbucks Empire XXI Yogyakarta**

Raden Roro Ratna Roostika, S.E., MAC., Ph.D.

Dosen Senior Program Internasional Fakultas Bisnis dan Ekonomika

Universitas Islam Indonesia

ratna.roostika@uii.ac.id

Safira Septananda Pamurty

Mahasiswa Program Internasional Fakultas Bisnis dan Ekonomika

Universitas Islam Indonesia

safiraseptananda@gmail.com

ABSTRAK

Kedai kopi dikenal sebagai salah satu tempat yang paling banyak dikunjungi untuk menjadi produktif dalam hal pekerjaan dan menciptakan ide. Individu cenderung menghabiskan sebagian besar anggaran mereka untuk mengkonsumsi kopi karena dipercaya berfungsi sebagai investasi multi-manfaat untuk belajar, bekerja, dan bersosialisasi. Bisnis kedai kopi cenderung dibuat secara umum, namun persaingan sangat ketat. Oleh karena itu, sangat penting untuk memahami pasar agar menjadi yang terdepan dalam persaingan bisnis ini mengingat keunikan dan nilai ekonomi yang memberikan keuntungan terus menerus. Penelitian ini mengidentifikasi empat atribut tautan inti yang berpotensi mempengaruhi kepuasan konsumen dalam layanan kedai kopi. Berdasarkan surplus bukti akademik di industri jasa, penelitian ini meneliti suasana, sikap karyawan, layanan teknologi informasi (IT) dan kualitas kopi sebagai variabel inti yang mungkin penting untuk kepuasan konsumen. Selanjutnya, total 235 data yang valid dari responden dikumpulkan untuk penelitian ini. Hasilnya menunjukkan bahwa dua atribut kedai kopi memiliki dampak positif terhadap kepuasan konsumen. Selain itu, kepuasan konsumen juga terbukti berdampak positif terhadap loyalitas konsumen.

Kata kunci: *kedai kopi, suasana, sikap karyawan, layanan IT, kualitas kopi, kepuasan pelanggan, loyalitas pelanggan*