

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

This research examined the attributes of the coffee shop toward customer's satisfaction by constructing a more comprehensive model considering the atmosphere, employee attitude, IT Services, and Coffee Quality. The structural relationships among all variables in the research were tested using data obtained from a questionnaire survey. The research sample was Indonesian people who had visited the Starbucks Empire XXI Yogyakarta. This research provided empiric evidence for the Starbucks Empire XXI Yogyakarta. This research found significant results about the influence of the atmosphere, coffee quality and satisfaction in the customer's loyalty toward the coffee shop business. Based on the data analysis results, there were two hypotheses were not accepted, but there were three hypotheses proposed in this research that were all accepted. Hence, it can be concluded that the atmosphere of the coffee shop, coffee quality and customer satisfaction influenced the customer's loyalty in the coffee shop business.

This research proved that the Starbucks Empire XXI Yogyakarta has good atmosphere, distinctive interior design and the good taste of the coffee among the domestic coffee shop business. As we know, Starbucks Empire XXI Yogyakarta is a lovable coffee shop that has professional services, a lovable atmosphere and the great taste of the coffee. This provides an advantage to

other coffee shop business in Yogyakarta to focus on developing other aspects.

However, this research showed that the aspects of employee attitude and IT Services on customer satisfaction are weak compared to other relationship variables due to the customer's loyalty toward the coffee shop. Besides the coffee shop business focus on improving the atmosphere, and coffee quality, the coffee shop business should be improving the employee attitude and IT Services as well to increase the customer's satisfaction that can influence customer loyalty and gain the competitive advantages compared to other competitors eventhough these two variables were not proven in this research.

5.2. Research Limitations

This research is far from perfect. In terms of limitations, there are several considerations as follows:

1. The sample of this research still might not represent all coffee shop business in Yogyakarta.
2. This research does not guarantee similar findings when the model is tested in a different coffee shop business as different coffee shop business might have different characteristics.

5.3. Recommendations

For further empirical studies, firstly, it is suggested that each dimension of the attributes of the coffee shop business could be more explored. These dimensions provide details on what elements in the coffee shop could better explain in the coffee shop business sector. Secondly, future research could also go for different research frameworks. The research framework can be modified to find other possible better models that explain atmosphere, employee attitude, IT Services and coffee quality contributions to the coffee shop industry. At last, the researcher suggests a future study to examine different target respondents. In terms of managerial implication, the results can help managers of the coffee shop to make more effective strategies toward customers' loyalty on the coffee shop. People's satisfaction is different when visiting one coffee shop and another coffee shop. The coffee shop business needs to consider the detail dimensions that build customer satisfaction and customer loyalty toward the coffee shop. An image in the customers' mind is a hard thing to change. Beside that, managing every element of attributes of the coffee shop business should be taken as a priority because consumers' satisfaction may change a lot. Thus, the managers even the owners of the coffee shop should be very adaptive to the industrial changes. Additionally, solely depending on the atmosphere and coffee quality are not sufficient for maintaining competitive positioning.

Thus, all coffee shop stakeholders should be responsible for maintaining the coffee shop facilities, favorable coffee shop environment, favorable prices, and build a positive image for visitors. Overall, coffee shop business investment should be carefully managed in alignment with the customer's objectives and customer's market demand that is constantly changing. By the end, a happy customer will spread good things.

