

**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY TOWARD  
CUSTOMERS' SATISFACTION**

**(A Case Study at KEDAI KOPI ESPRESSO BAR YOGYAKARTA)**

**A THESIS**

**Presented as Partial Fulfillment of the Requirements**

**To Obtain the *Bachelor Degree* in Management Department**



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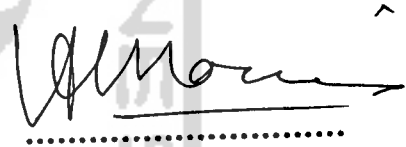
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## **ABSTRACT**

**Tatar Kusnoto, Citot. Analysis of the Influence of Service Quality Toward Customers' Satisfaction (A Case Study of Service at Kedai Kopi Espresso Bar Yogyakarta). International Program. Management Department. Faculty of Economics. Islamic University of Indonesia. Yogyakarta. 2006**

In this globalization era, the competition has become very tight, both in domestic market and at global or international market. To win the competition, company must be able to give satisfaction to its customer to survive. In order to get customers satisfied, company must know precisely what customers need and want, then fulfill them. However, products are not necessarily to win customers' satisfaction; service would be the key when competition of the product were very tight. Kotler said that service determinants, which are Reliability, Responsiveness, Assurance, Empathy and Tangibility must carefully be managed by company if they want to compete on service.

Through this research, the writer would like to identify the factor of service-determinants and analyze how they might influence customers' satisfaction at Kedai Kopi Espresso Bar.

The first objective of this research is identifying and analyzing the influence of five service-quality determinants (Reliability, Responsiveness, Assurance, Empathy, and Tangibility) toward customers' satisfaction. The second objective is to find out the most dominant determinant that influences the customers' satisfaction at Kedai Kopi Espresso Bar.

Those objectives were analyzed by using Multiple Linier Regression, Multiple Correlation Analysis, Multiple Coefficient of Determination, F-test and t-test. Meanwhile, this research was done in Kedai Kopi Espresso Bar during peak hours on the first week of February 2006.

The research found that the overall service determinants have a strong influence to the customers' satisfaction altogether. The most dominant service determinant that influences the customers' satisfaction is Assurance and the t-value of the Assurance is considered significant. It is shown from the result of the Multiple Coefficient of Determination ( $R^2$ ), the significance of F and t-values in which the influence is considered significant.

The research implications are Kedai Kopi has succeeded to gain trust and confidence from their customers. This must be carefully maintained. However, Kedai Kopi should improve reliability, responsiveness, empathy and especially tangibility or the physical evidence because customers will see the overall service determinant as one unity value of their satisfaction.

## ABSTRAK

Tatar Kusnoto, Citot. **Analisa Pengaruh Kualitas Jasa Terhadap Kepuasan Konsumen (Studi Kasus Jasa Pada Kedai Kopi Espresso Bar Yogyakarta).** Program Internasional. Jurusan Managemen. Fakultas Ekonomi. Universitas Islam Indonesia. Yogyakarta. 2006

Pada era globalisasi, kompetisi semakin ketat baik di pasar domestik maupun pasar internasional. Untuk memenangkan kompetisi tersebut, perusahaan harus mampu member kepuasan kepada pelanggan agar dapat bertahan. Untuk dapat memberikan kepuasan kepada pelanggan, perusahaan harus mampu melihat kebutuhan dan keinginan pelanggan. Bagaimanapun juga tidak hanya produk yang harus diandalkan untuk memuaskan pelanggan. Dan ketika kompetisi produk sangat ketat, maka perusahaan bergantung pada servis yang diberikan.

Kotler berkata bahwa komponen servis yang terdiri dari Reliability, Responsiveness, Assurance, Empathy and Tangibility harus bisa dikelola dengan baik oleh perusahaan jika mereka ingin berkompetisi dalam hal servis.

Melalui riset ini, penulis ingin mengidentifikasi faktor dari komponen servis dan menganalisa pengaruhnya terhadap kepuasan pelanggan di Kedai Kopi Espresso Bar.

Sasaran pertama dari riset ini adalah mengidentifikasi dan menganalisa pengaruh lima komponen servis (Reliability, Responsiveness, Assurance, Empathy, and Tangibility) terhadap kepuasan pelanggan. Kemudian riset ini ditujukan untuk mencari komponen servis yang paling dominan pengaruhnya terhadap kepuasan pelanggan Kedai Kopi.

Sasaran tersebut dianalisa menggunakan Regresi Linear Berganda, Analisis Korelasi Berganda, Koefisien Determinasi Berganda, uji signifikansi F dan uji signifikansi t. Dan riset ini dilaksanakan di Kedai Kopi Espresso Bar pada saat jam sibuk di minggu pertama bulan Februari 2006.

Berdasarkan hasil perhitungan menunjukkan bahwa secara keseluruhan kelima komponen servis tersebut mempunyai pengaruh kuat secara bersama-sama terhadap kepuasan pelanggan. Sedangkan yang paling dominan mempengaruhi kepuasan pelanggan adalah komponen Assurance. Hal ini ditunjukkan oleh hasil Koefisien Determinasi Berganda ( $R^2$ ) dan uji signifikansi F serta uji signifikansi t yang menunjukkan hasil signifikan.

Implikasi dari riset ini adalah Kedai Kopi telah berhasil mendapatkan kepercayaan dan keyakinan pelanggan terhadap servis yang diberikan Kedai Kopi dan hal ini harus dipertahankan. Bagaimanapun juga Kedai Kopi harus meningkatkan reliability, responsiveness, empathy dan terutama tangibility atau kondisi fisik karena pelanggan akan melihat hal tersebut secara bersama-sama sebagai satu kesatuan untuk mengukur kepuasan mereka.

# **CHAPTER I**

## **INTRODUCTION**

### **1.1. Background of The Study**

In this globalization era, the competition has become very tight, both in domestic market and at global or international market. To win the competition, company must be able to give satisfaction to its customer, for example by giving product whose the quality is better, the price relatively cheaper, the delivery and service are more excellent than its competitor. Product with bad quality, costly price, and tardy product delivery can make customer disappointed and may lead to the downhill of company's sales. It means that, the company should focus their efforts to winning customer and outperforming competitors by doing better jobs of meeting and satisfying customers' needs.

According to Kotler (1999:10), human being gratifies their wants with the product, and individuals choose the product types that have the highest benefit compared to the costs they have to spend. In other words, individuals will buy from the company, that they perceive, that offers the highest customer delivered value.

The needs of human being are varied. Products are claimed certifiable if the products are closer to the customers' expectations with the affordable price level. The preference is influenced by environment, such as ethical and cultural values, social status and class, personal influence, family and situation. Other preferences are also influenced by individual differences, such as personalities,



assessments, and life styles. Kotler (1999:10) has identified that customers seek for the value of the products, services, personnel or human and image. Those values are named as total customer value. Customers will compare their total value to their cost, such as monetary cost, time cost, energy cost and physics cost to get maximum benefits from buying a product.

In the condition of tight competition, to win it, company has special things that must be given a high priority, those are satisfaction, competition, and being a market leader. It is true that customers have to be satisfied, because if they are dissatisfied, they will leave the company and try to look for better products and services which have higher trade off with their spending. For the company, this condition will drop the sales and it turns to degrade the profit leading to company loss. Moreover, there are many producers or companies offering the same product to achieve multifarious different benefit type to consumer and therefore it creates competition. In order to survive, company must have strategies for their actions and develop value identical to their products and services. Company should pay much attention to what customer wants and what company can afford, and to those who has better quality of products and services will survive in this market competition.

Hermawan (1992:6) said that at the end, marketing would be the key to maintain customer relationship. This step starts from trial purchase when the customer bought a product or services, a marketer should figure out how customers come for the second time and make a repeating purchase. Maintaining a repeating purchase and satisfying customers will make them loyal and give the

company sales assurance for the long period. Nevertheless, at a very first time to create a repeating purchase, company must develop or build consumers' perception. It can be done through service activity. By owning good service, it will give fascination for consumers to consume and do the purchasing, so that company will get benefits from it. Moreover, additional services given for the product can assure customers and make them more satisfied, but there are some services where the customer cannot judge the technical quality even after they have received the service, they only can do is judge the difficulty of performing those services.

According to Kotler (1999:504), "A major way to differentiate a service company is to deliver consistently higher-quality service than competitors. The key is to meet or exceed the target customers' service-quality expectations". Their experiences, word-of-mouth, and Service Company advertising form their expectations. The customers choose products and services on this basis, and after receiving the service, they compare the perceived service with the expected service. If the perceived service falls below the expected service, customers loose interest in using the product. If the perceived service meets or exceed their expectations, they are apt to use the product again.

Food and beverage industries in Indonesia have shown a significant growth since the government has allowed foreign investment with multinational brands. Food and beverages industry specialize to more specific, authentic and distinctive products and services. An example of it is a coffee shop industry, which focuses their offering on coffee. The trendsetter on 2001 has been marked

by the establishment of well-known coffee shops with a multinational chain at Jakarta. Some of these shops are namely Starbucks Coffee, Coffee Bean & Tea Leaf, Java Bay, Bakoel Coffee, Toraja Coffee, Doom Coffee, Gloria Jeans Coffee, J.Co and more. They also selected in targeting the market. With the increasing social economy welfare, these coffee shops have been targeting their market to middle up people who are not price sensitive and demanding more than a product. They have also turned the industry of coffee shops from commodity by selling coffee to a lifestyle business which offers an atmosphere and experience to enjoy a cup of coffee.

The trend of coffee shop has also found its place at Yogyakarta. Excelso as an established Indonesian brand opened their branch at Malioboro mall in 1990s was followed successfully by their second branch at Galeria Mall. Although they no longer state themselves as coffee shop and shift their positioning as “café” by changing their brand into “Excelso Café”, they put coffee as their main course. Nevertheless, a mall as location preferred by Excelso automatically select their market, which is middle up social economic status.

The market of coffee shop for lower-middle social economic level is widely opened. Jazz Coffee would be the pioneer of this segment in late 1999. They, at the first time, targeted college students and gathered them in a comfort warm place and service by the owner. Furthermore, some local coffee shops started mushrooming, for example are: Rumah Kopi, Soda Lounge, Ministry of coffee, Djendelo koffie, Snap Café, Cheers, Tech O, Red Doors, Kallula, Mr.Coffee, DeBugs, Java Nuts, O la la Café, Own Café, and so on.

Kedai Kopi Espresso Bar Yogyakarta started their operation by late 2004 and celebrated their birthday party on October 1, 2005. As an espresso bar or people used to say a coffee shop, it displays various mixed beverages which more than 80% of it contain espresso as part of the ingredient, of course with different intensity on each menu. An espresso bar would be their positioning. Kedai creates new experience of drinking a cup of coffee throughout a comfortable, warm environment with attractive barista. The experience is continuous when enjoying the delicateness of coffee, the customers can listen to gentle, shooting music and view the delicious range of tempting coffee compliments. Kedai Kopi make the business professional by making baristas uniformed, highly trained to serve the customer individually so that customer can order menu based on their personal preferences. Furthermore, the service pattern given by Kedai Kopi made customer satisfy. The most common identification of customer satisfaction is by observing the increasing of daily sales, total capacity used, customer turn over, repeat purchase and other customer responses toward service pattern given by Kedai Kopi. However, nice warm gently environment and the service pattern made by baristas played the main key to retain the customer. It means that Kedai Kopi as a coffee shop is closer to Service Company rather than a product-based company. Furthermore, this kind of Service Company relies their performance on service-quality, which consists of five determinants, those are Reliability, Responsiveness, Assurance, Empathy and Tangibility.

Through research, the writer would like to identify the factor of service-quality and analyze how it might influence to customer satisfaction. The writer

comes up with the title **“ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY TOWARD CUSTOMERS’ SATISFACTION (A CASE STUDY OF SERVICE AT KEDAI KOPI ESPRESSO BAR YOGYAKARTA)”**.

### **1.2. Problem Formulation**

The point to emphasize on the research is analyzing service activities and its relations to customers’ satisfaction at Kedai Kopi Espresso Bar Yogyakarta. Thus, several questions that need to address are:

1. How far is the influence of service quality determinant (Reliability, Responsiveness, Assurance, Empathy, and Tangibility) toward customers’ satisfaction?
2. What is the most dominant determinant influencing customers’ satisfaction?

### **1.3. Problem Limitations**

This study focuses on in-store interactions between Kedai Kopi through its employee who deliver the service to the customer. However, some limitations are set on this focus:

1. The object under investigation in this research are service quality determinants (Reliability, Responsiveness, Assurance, Empathy and Tangibility) performed by Kedai Kopi.
2. The subjects of this research are regular customers who have more than one visit at Kedai Kopi.
3. The research was taken place at Kedai Kopi during the opening hours on February 2006.

#### **1.4. Research Objectives**

There are some objectives that the research would like to gain from the study, those are:

1. Identifying and analyzing the influence of five service-quality determinants (Reliability, Responsiveness, Assurance, Empathy, and Tangibility) toward customers' satisfaction at Kedai Kopi Espresso Bar.
2. Identifying the most dominant determinant that influences the customers' satisfaction at Kedai Kopi Espresso Bar.

#### **1.5. Research Contributions**

The research findings might benefit to customers, the company and the writer as well. Therefore, from the customers' point of view, increasing satisfaction would be the main objective by fulfilling their expectations through research findings. Therefore the research contributions are:

1. For the customer, the research findings will be very useful to describe their judgments.
2. For Kedai Kopi, the research findings can fulfill the need of information of service determinant so that they can perform effectively to meet customers' expectations. Thus, it can better off the effort in developing their products and services to meet efficiency and gain a long-term relationship with the customers.

3. For the writer, the research findings can give contribution to writer's understanding of the topic and it is a value added for the writer to apply what the writer has received in university into the real business situation. This research is also as the partial requirement for the writer in achieving the Bachelor degree from UII
4. For other parties, this research can become the reference for enthusiastic students in the field of marketing as well as additional knowledge.

#### **1.6. Definition of Terms**

*Barista* is an Italian word for a person whose job is to make a cup of delicate coffee.

*Coffee Shop* is a place that sells beverages and coffee as the main serve (80% of the menus were coffee-included).

*Espresso* is a small, concentrated coffee beverage, 2.5 ounces or less for a double espresso, served in a demitasse cup. It has both liquid and foam element (crème). It is made on a specialized machine that forces hot water through finely ground coffee that has been compacted (tamped), and the water flows onto a demitasse cup.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1. Theoretical Background

##### 2.1.1. Marketing

Marketing defined in various ways, one of them by Kotler (1999:8):

*“MARKETING is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others.”*

Marketing definition above relate to some terms that have to be clearly understood, those important terms are *needs, wants, demands, products, exchange, transactions, and markets*. The interrelation of it starts when people have *needs*, which is the nature of human, Kotler (1999:8) continued: “human need is a state of felt deprivation, and it must being satisfied. In addition, human needs that shaped by culture and individual personality known as *wants*. Wants are describe in terms of objects that will satisfy need, however, people almost has unlimited wants but they has limited resources. The limitations of resources push them to choose products that provide the most satisfaction for their cost (money, time, effort), and wants become *demands*. Human needs, wants, and demands suggest that products are available to satisfy them. A product is anything that offered to a market for attention, acquisition, use, or consumption and might satisfy a need or want.



Moreover, *product* is not limited to physical objects. Anything capable of satisfying a need called a product. In addition to goods and services, products include *persons, places, organizations, activities, and ideas*. To the consumer, these are all products. If at times the term *product* does not seem to fit, we could substitute such terms as "satisfier," "resource," or "offer." Marketing occurs when people decide to satisfy needs and wants through *exchange*.

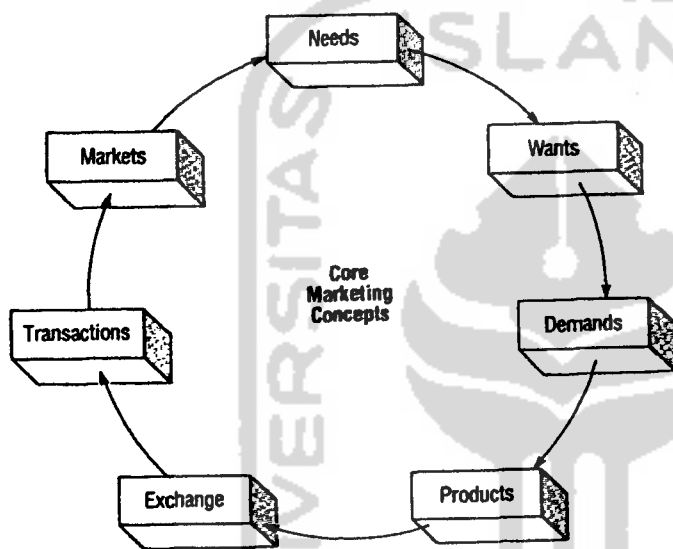
*Exchange* is the act of obtaining a desired object from someone by offering something in return. They can concentrate on making things they are good at making and trade them for needed items made by others. Exchange is the core concept of marketing (Kotler, 1991:7). These conditions simply make exchange *possible*. Whether exchange actually *takes place* depends on the parties' coming to an agreement. Whereas exchange is the core concept of marketing, a transaction is marketing's unit of measurement. A transaction consists of a trade of values between two parties. In a transaction, we must be able to say that A gives X to B and gets Y in return. A transaction involves at least two things of value, conditions that agreed upon, a time of agreement, and a place of agreement.

The concept of transactions leads to the concept of a market. A market is the set of actual and potential buyers of a product, where the buyer and the seller meet. Markets differentiate according to the product and services (value) they offer. In advance societies, markets need not be physical locations. Furthermore, according to Kotler (1999:13):

*“A MARKET consists of all the potential consumers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want”.*

Those interrelations of needs, wants, demands, products, exchanges, transactions and the market shows in figure one below:

Figure 1 Core Marketing Concept:



Source: Kotler, Philip and Gary Armstrong, 1991, Principles of Marketing, 5th Ed, Prentice Hall, USA, p.5

### 2.1.2. Marketing Concept

The concept of markets finally brings us full circle to the concept of marketing. Marketing means working with markets to bring about exchanges for the purpose of satisfying human needs and wants. Thus, we return to our definition of marketing as a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others. The marketing concept is a business philosophy that challenges the

previous concepts. Its central tenets crystallized in the mid-1950s according to Kotler (1999:21):

*“The Marketing Concept holds that the key to achieving organizational goals consists of being more effective than competitors in integrating marketing activities toward determining and satisfying the needs and want of target markets.”.*

Marketing concept is different from selling concept. Theodore Levitt (1960:50) drew a perceptive contrast between the selling and marketing concepts.

*“Selling focuses on the needs of the seller; marketing on the needs of the buyer. Selling is preoccupied with the seller’s need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering, and finally consuming it.”*

The marketing concept is an important guide to customer satisfaction. The essence of the marketing concept is that if people do not want or need what you are marketing, they will not buy it. Cravens (1991:9) said that the marketing concept consists of three vital cornerstones:

*Start with the customer's needs and wants as the foundation of business purpose. An organization must identify these needs and wants and then decide which ones it should try to satisfy.*

*Next, an organization must determine how it will satisfy these needs and wants. This is the responsibility of all members of the enterprise, not just those assigned to the marketing function.*

*Finally, the opportunity to meet organizational objectives will occur through the enterprise's efforts to deliver customer satisfaction.*

Cravens (1991:10) said that competitive advantage obtained by offering superior value to the customer through (1) lower prices than competitors' for equivalent benefits or (2) unique benefits that more than offset a higher price. There are several important considerations in achieving customer satisfaction and gaining competitive advantage:

1. Competitive advantage is customer focused.
2. Analysis of needs/wants (requirements) should consider subgroups of buyers with similar needs/wants.
3. Advantage opportunities occur when gaps exist between customer requirements and a firm's efforts to satisfy these needs/ wants.
4. Opportunities identified by comparing the capabilities of competition and the organization to buyers' requirements.
5. Customer satisfaction analysis should identify the best opportunities for the organization to create superior value.

Patricia Sellers said for Fortune (1988:88) magazine that unhappy customers "tell twice as many people about bad experiences as good ones." While the marketing concept represents nothing new to perceptive executives and its common sense logic is clear, many businesses have never put the concept into

practice. Understanding the customer's needs and wants is critical to influencing customer satisfaction and satisfied customers will create sustainable advantage for an organization.

## **2.2. Marketing Management**

When the activity of marketing runs in a competitive marketplace, marketer should do more effort to maintain it, to manage it in order to deal with other parties in their business environment. It comes to marketing management. Experts also has various definition of marketing management, however, we will use the following definition of marketing (management) approved by the American Marketing Association:

*“Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational goals”.*

This definition recognizes that marketing management is a process involving analysis, planning, implementation, and control; that it covers goods, services, and ideas; that it rests on the notion of exchange; and that the goal is to produce satisfaction for the parties involved.

Marketing management can be practiced in any market. Consider an automobile manufacturer (Kotler,1999:16). The manager of human resources deals in the labor market; the manager of purchasing, the raw-materials market; and the manager of finance, the currency market. They must set objectives and develop strategies for achieving satisfactory results in these markets.

Traditionally, however, these executives have not been called marketers, nor have they trained in marketing. At best, they are "part-time" marketers.' Instead, marketing management historically identified with tasks and personnel dealing with the customer market. We will follow this tradition, although what we say about marketing applies to all markets.

Sales managers, salespeople, advertising and promotion managers, marketing researchers, customer-service managers, product and brand managers, market and industry managers, and the marketing manager formally carry out marketing work in the customer market. Each job carries well-defined tasks and responsibilities. Many of these jobs involve managing particular marketing resources such as advertising, salespeople, or marketing research. In contrast, product managers, market managers, and the marketing manager manage programs. Their job is to analyze, plan, and implement programs that will produce a desired level and mix of transactions with target markets. The popular image of the marketing manager is someone whose task is primarily to stimulate demand for the company's products. However, this is too limited a view of the diversity of marketing tasks they perform.

Kotler (1999:16) said: *"Marketing management has the task of influencing the level, timing, and composition of demand in a way that will help the organization achieve its objectives."* Marketing management is essentially demand management. Marketing managers manage demand by carrying out marketing research, planning, implementation, and control. Within marketing planning, marketers must make decisions on target markets, market

positioning, product development, pricing, distribution channels, physical distribution, communication, and promotion.

### **2.3. Product**

Product is a key element in the market offering. Marketing-mix planning begins with formulating an offering to meet target customers' needs or wants. The customer will judge the offering by three basic elements: the product features and quality, the services mix and quality, and the offering's price appropriateness. In addition, Kotler (1999:447) said: "*A product is anything that can be offered to a market to satisfy a want or need.*"

#### **2.3.1 Levels of a Product**

Kotler (1999:447) divided product level into five. The most fundamental level is the core benefit, namely the fundamental service or benefit that the customer is really buying. At the second level, the marketer has to turn the core benefit into a basic product, namely basic version of the product. At the third level, the marketer prepares an expected product, a set of attributes and conditions that buyers normally expect and agree to when they purchase this product. At the fourth level, the marketer prepares an augmented product that meet the customer's desires beyond expectations. The fifth level stands the potential product, encompassing all of the augmentations and transformations that this product might ultimately undergo in the future. While the augmented product describes what is included in the product today, the potential product points to its possible

evolution. Here is where companies search aggressively for new ways to satisfy customers and distinguish their offer.

### 2.3.2 Hierarchy of Product

However, a product made based on human needs, start from basic need until certain level to satisfy needs. Kotler (1999:449) has identified seven levels of the product hierarchy. Here they defined:

1. *Need family*: The core need that underlies the product family.
2. *Product family*: All the product classes that can satisfy a core need with reasonable effectiveness.
3. *Product class*: A group of products within the product family recognized as having a certain functional coherence.
4. *Product line*: A group of products within a product class that are closely related because they function in a similar manner or are sold to the same customer groups or are marketed through the same types of outlets or fall within given price ranges.
5. *Product type*: Those items within a product line that share one of several possible forms of the product.
6. *Brand*: The name associated with one or more items in the product line that used for identifying the source or character of the item(s).
7. *Item* (also called a *stock keeping unit* or *product variant*): A distinct unit within a brand or product line that is distinguishable by size, price, appearance, or some other attribute.



### 2.3.3. Product Classification

Kotler (1999:450) classified products into:

**Durability and Tangibility** According to their durability and tangibility, it classified into three groups:

- *Nondurable goods*. -These are tangible goods that normally are consumed in one or a few uses, consumed quickly and purchased frequently.
- *Durable goods*: These tangible goods normally survive many uses. Normally require more personal selling and service, command a higher margin and require more seller guarantees.
- *Services*: Services are intangible, inseparable, variable, and perishable. As a result, they normally require more quality control, supplier credibility, and adaptability.

**Consumer-Goods Classification** This classification based on consumer shopping habits and distinguished among convenience, shopping, specialty, and unsought goods.

- *Convenience Goods* are goods that the customer usually purchases frequently, immediately, and with a minimum effort.
- *Shopping Goods* are goods that the customer, in the process of selection and purchase, characteristically compares on such bases as sustainability, quality, price, and style.
- *Specialty Goods* are goods with unique characteristics and/or brand identification for which a significant group of buyers is habitually willing to make a special purchasing effort.

- *Unsought Goods* are goods that the customer does not know about or knows about but does not normally think of buying.

**Industrial-Goods Classification.** Industries buy products for supplies, and categories as follows:

- *Material and Parts* are goods that enter the manufacturer's product completely. They fall into two classes: raw materials and manufactured materials and parts. Further, *raw materials* fall into two major classes: farm products and natural products. In addition, *manufactured materials and parts* divided into two categories: component materials and component parts.
- *Capital Items* are long-lasting goods that facilitate developing and/or managing the finished product. They include two groups: installations and equipment. Which *installations* consist of buildings and equipment and equipment comprises portable factory equipment/tools and office equipment.
- *Supplies and Business Service* is short-lasting goods and services that facilitate developing and/or managing the finished product. Supplies are two kinds: operating supplies and maintenance and repair items.

## **2.4. Service**

### **2.4.1 Service Characteristics**

Service has four major characteristics (Kotler,1999:496) that greatly affect the design of marketing programs: intangibility, inseparability, variability, and perishability.

#### **Intangibility**

Services are intangible, cannot be seen, tasted, felt, heard or smelled before they are bought. Unlike physical products, service contains lots of uncertainty. To reduce uncertainty, buyers will look for signs or evidence of the service quality. People, then look for supporting tangibles attribute of service quality from the place, people, equipment, communication material, symbols, and price that they see.

#### **Inseparability**

Consuming service cannot be separate from producing of the service itself because service cannot be stored or put into inventory, distributed through resellers or consumed later on. Kotler (1999:496) said, "If the service rendered by a person, then the provider is a part of the service. Since the client is also present as the service produced, provider-client interaction is a special feature of service marketing"

### **Variability**

There is no exact service or the same outcome of service. Variability exists because service depends on who provides them, and when, and where they provided.

### **Perishability**

Service cannot be stored and people consumed service directly on providers supply so that the demand of the service difficult to manage. To deal with that characteristic, service providers should have strategy to match their supply and the demand in order to have maximum advantage on fluctuating demand.

#### **2.4.2 Marketing on Service Company**

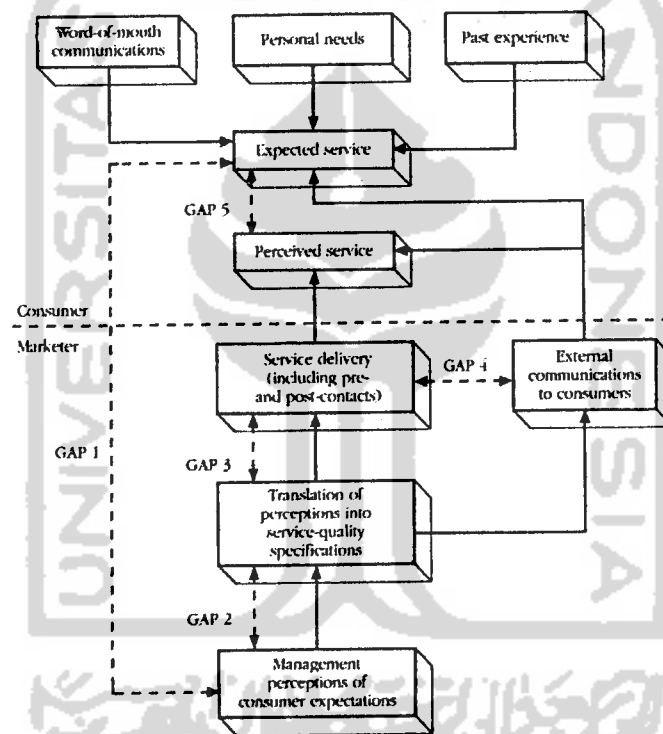
The most common strategy for traditional marketing is 4P, which product, place, price and promotion set to compete with customer. However, 4P approaches were mostly suitable for products, additional Ps needed for service business. According to Kotler (1999:498) remaining Ps are people, physical evidence and process. Because most service provided by peoples, the selection, training, and motivation of employees can make a huge difference in customer satisfaction. People should exhibit competence, caring attitude, responsiveness, initiative, problem solving ability, and goodwill on their related field. Customer state quality from the process runs by people, and the physical evidence of the service environment such as building, equipment, interior, furniture or even the uniform of the people.

## 2.5. Service Quality

### 2.5.1. Managing Service Quality

Service quality should manage carefully, customer expected service quality and the company provides it. Gaps that might emerge from the difference of perceived service and expected service should eliminate or reduced. Figure 2 shows five possible gaps that cause unsuccessful service delivery:

Figure 2: Service Quality Model



Source: Kotler, Philip and Gary Armstrong, 1991, Principles of Marketing, 5th Ed, Prentice Hall, USA, p.504.

1. *Gap between consumer expectation and management perception:* Management does not always perceive correctly as what customers want

2. *Gap between management perception and service-quality specification:*

Management might correctly perceive the customers' wants but not set a specified performance standard

3. *Gap between service-quality specifications and service delivery:* the personnel might be poorly trained or overworked and incapable or unwilling to meet the standard. Or they may be held to conflicting standards, such as taking time to listen to customers and serving them fast

4. *Gap between service delivery and external communications:* statements made by company representatives and ads affect Consumer expectations

5. *Gap between perceived service and expected service:* This gap occurs when the consumer misperceives the service quality

In addition, those gaps can be reduced by maintaining the whole process and clear information needed to eliminate the gap. American Consumers has rated service quality determinant in order of importance to eliminate those gaps:

1. Reliability: The ability to perform promised service dependably and accurately
2. Responsiveness: The willingness to help customers and to provide prompt service
3. Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence
4. Empathy: The provision of caring, individualized attention to customers
5. Tangibles: The appearance of physical facilities, equipment, personnel, and communication materials

## **2.6. Customer Satisfaction**

### **2.6.1. Definition of Customer Satisfaction**

Kotler (1999:42) said: *“Satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to the person’s expectation”*

Thus, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer dissatisfied. If the performance matches or more than the expectations, the customer satisfied.

### **2.6.2. Customer Satisfaction Concept**

Customer will still found it easy to switch to another company when the better offers come along so company should aim for high satisfaction, rather than just “satisfied”. Customer seeking for maximum customer value to satisfy them and those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand, not just rational preference, and this creates high customer loyalty. Moreover, the point to be emphasized is that the key to maximizing customer value that is to create high customer satisfaction that lead to customer loyalty. The satisfaction then not just come along from the marketing mix (4Ps) or service mix (7Ps) but it is come from the total bundle of benefits from a given product or services compares to total bundle of costs that customer spent. However, the customer development processes (Kotler, 1999:50) start from suspect, everyone who might conceivably buy the products or services. At Kedai Kopi, the suspects are the market segment, who

stated as 17 to 35 years old who domiciled at Yogyakarta. In Addition, the company looks hard at the suspects to determine whom the most likely prospects (target market), the people who have a strong potential interest in the product and the ability to pay for it. Disqualified prospects are those whom the company rejects because they have poor credit or would be unprofitable. The company hopes to convert many of its qualified prospects into first-time customers and make initial purchase, and then to convert those satisfied first-time customers into repeat customer. Both first-time and repeat customers may continue to buy from competitors as well. The researcher viewed that the repeat customers is the easiest way to observed the satisfied customer toward the company's offering, rather at the first-time purchase. However, the first-time purchase customer were possibly satisfied, but when they do repeat purchase, it is easiest to measure that they were satisfied. Kotler (1999:50) continued that the company then acts to convert repeat customers into clients-people who buy only from the company in the relevant product categories. The challenge is to turn clients into advocates, customers who praise the company and encourage others to buy from it. The ultimate challenge is to turn advocates into partners, customers who work actively together with the company. Nevertheless, before far going into satisfaction concept, how do buyers form their expectations? This could explained that expectations are influenced by the buyer's past buying experience, statements made by friends and associates, and marketer and competitor information and promises. Somehow, customers' expectations also influence by the company through their advertising and promotion. If a marketer raises expectation to high, the buyer is likely to be



disappointed if company fails to deliver. However, if the company sets expectations too low, it will not attract enough buyers although it will satisfy those who buy. The challenge is to create a company culture such that everyone within the company aims to delight the customer. They need to monitor this for their competitors as well. Thus, delighting customer may raise the company's costs. Price war, increasing salary to increase performance, researches and development and other maximizing efforts could increase the budget. A balance between the costs of delivering company's offer and customers' satisfaction must carefully manage.

Ultimately, company must operate on the philosophy that is trying to deliver high level of customer satisfaction subject to delivering at least acceptable levels of satisfaction to the other stakeholders within the constraints of its total resources.

### **2.6.3. Measuring Customer Satisfaction**

To measure satisfaction Kotler (1999:44) divided into four, those are:

#### **Complaint and Suggestion System**

Customer-centered organization makes it easy for its customer to deliver suggestions and complaints. Company provides forms for guests to report their likes and dislikes. These information flows provide companies with many ideas and enable them to act more rapidly to resolve problems.

### **Customer Satisfaction Surveys**

Studies shows that while customers are dissatisfied with one out of every four purchases, less than 5% of dissatisfied customers will complain. Most customers will buy less or switch suppliers rather than complain. Therefore, companies cannot use complaint levels as a measure of customer satisfaction. Responsive companies obtain a direct measure of customer satisfaction by conducting periodic surveys. They send questionnaires or make telephone calls to a random sample of their recent customers and ask if they were very satisfied, satisfied, indifferent, somewhat dissatisfied, or very dissatisfied with various aspects of the company's performances. They also solicit buyers' views on their competitor's performance.

While collecting customer satisfaction data, it is also useful to ask additional questions to measure the customer repurchase intension; this will normally be high if the customer's satisfaction is high. It is also useful to measure the customers' likelihood or willingness to recommend the company and brand to other persons. A high positive word-of mouth score indicates that the company is producing high customer satisfaction.

### **Ghost Shopping**

Companies can hire persons to pose as potential buyers to report their findings on strong and weak points they experienced in buying the company's and competitors products. These ghost shoppers can even pose certain problems to test whether the company's sales personnel handle the

situation well. Thus, a ghost shopper can complain about a restaurant's food to test how the restaurant handles this complaint. Aside from hiring ghost shoppers, managers themselves should periodically enter company and competitor sales situations where they are unknown, and experience firsthand the treatment they receive as "customers". A variant of this is for managers to phone their own company with different questions and complaints to see how the call is handled.

### **Lost Customer Analysis**

Companies should contact customers who have stopped buying or who have switched to another supplier to learn why this happened. Not only is it important to conduct exit interviews but also to monitor the customer loss rate, which, if increasing, clearly indicates that the company is failing to satisfy its customer.

### **2.7. Research Hypothesis**

The researcher conducts research based on hypothesis below:

1. There is a strong influence between the overall service determinant (*Reliability, Responsiveness, Assurance, Empathy, Tangibility*) toward customers' satisfaction.
2. The most dominant factor that influences the customers' satisfaction is Responsiveness.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1. Research Method**

##### **3.1.1. Type of Study**

This research is considered as a descriptive research because it has a clear statement of the problem, specific hypotheses, and need detailed information (Naresh K. Malhotra, 1993: 96). This research is a survey-based research about the study of consumer behavior which has an important role for the intended parties to observe. Finding out the service determinants that can influence the customers' satisfaction will lead to better strategies for the company and will give new point of view for the academicians in describing the quality of the service and the attitudes of consumers about the service determinants.

##### **3.1.2. Operational Definition**

The researcher would specifically define the service determinants according to what have already been settled at Kedai Kopi. Those determinants are as follows:

1. Reliability: Delivering on promises.

Kedai Kopi printed various menu on a menu book or displayed a big menu board on the wall with its prices, as the statement of their promise. Within the menu book also clearly informed the facilities of Hot Spot internet access, Cable TV, "Cup to Go" (take away packaging) and even the freshness of the coffee Kedai Kopi made.

Those promises are the reliability aspects that must be kept by Kedai Kopi.

2. Responsiveness: Being willing to help.

Responsiveness emphasizes on attentiveness and promptness in dealing with customer's request, question, complaint, and problems. Responsiveness on Kedai Kopi is measured on the length of time customers have to wait for assistance, taking menu, attention to problems and answering the question. Since there are many customers, it also captures the notion of flexibility and ability to perform custom service.

3. Assurance: Inspiring trust and confidence.

Barista knowledge and courtesy and the ability of Kedai Kopi to inspire trust and confidence.

4. Empathy: Treating customer as individuals.

Empathy is built when barista pays individual attention, cares to customers so as to feel understood and important to Kedai Kopi.

5. Tangibles: Representing the service physically.

The customers need to have work-well devices of hot spot and TV, ready-to-use equipment and other physical evidences to represent the image of the service that will be use to evaluate quality, particularly new customers.

### **3.2. Research Setting**

#### **Location**

**Store : Kedai Kopi Espresso Bar**  
**Address : Bougenville 1 CT XI Depok Sleman Yogyakarta 55281**  
**Phone : +628157976999/+62274-7447450 fax: +62274-486465**

#### **Time Frame**

The research was taken place in February 2006 during the opening hours of Kedai Kopi Espresso Bar.

#### **Company Profile**

Kedai Kopi Espresso Bar is managed by Teammates Coffee Indonesia (TMCI), which is also the management of It's Coffee Espresso Bar. TMCI was established in 2000 and well committed to coffee. For them, making such a good coffee needs more than a science; it is an art. In addition, TMCI brings in science of art into the store and creates an experience of drinking coffee. Exploring Indonesia as one of the best coffee producers in the world, TMCI decided to promote Indonesian Coffee within their stores. Through comprehensive research of the products and the service attribute that ended in late 2003, TMCI sought for alternative fund and location to build the first store, which is Kedai Kopi that run their first operation on September 25, 2004 soft opening. Thus, Grand Opening was held on October 1, 2004 and this day has been declared as Kedai's Anniversary. Three months later, on January 14, 2005, Teammates Coffee

Indonesia entered a different market segment from Kedai Kopi and built another store with a different setting, namely It's Coffee Espresso Bar, located on Melati Wetan 58 Baciro Yogyakarta.

### **Product Line**

The major categories of products are Coffee based and Non Coffee based. Coffee based is divided into two groups which are espresso based and origin based. The variant of an espresso based ends up with all kind of espresso, such machiato, espresso Romano, espresso con panna and machiato Grande, and all of an espresso based are served hot. Both espresso based and origin have the variant with-milk which are rich of flavored syrup of caramel, hazelnut, and strawberry, raspberry and so on. The Origin Coffee also has the cold variant with ice, which consists of plenty of product items with various combination of ice cream, cream, syrup, flavored powder and combines with various techniques of making such as shake, blending with the blender, or mixed manually. Non-Coffee based is divided into two categories, tea, milkshake, and ice blended. In spite of drinks, Kedai Kopi also offer light food such as French Fries, cake, pizza and pastry.

### **Facility**

Facilities other than products are Hot Spot Internet Access, Cable TV, Community Room, and Sofa Corner.

## **Market Segment & Target**

**Table 3.1. Market Segment & Target**

<b>Variables</b>	<b>Description</b>
geography	Yogyakarta, Sleman
age	17-25 years (target), 26-35 years
income level	Rp500.000-Rp2.500.000 per month
occupation	students (target), professional,
lifestyle	Open minded, stylist, "internet generation", community
customer value	Seeking for conformity, Hotspot , and seen to be seen

Source: Business Plan Teammates Coffee Indonesia, 2004, p.17.

### **3.3. Research Subject**

#### **3.3.1 Population**

Population is the entire group under study as defined by research objectives (Alvin C. Burns and Ronald F. Bush, 2000:365). The population of this research was people who have visited Kedai Kopi more than one time.

#### **3.3.2. Sample Plan**

The researcher defined sampling plan into these categories (Kotler, 1999:137):

##### **1. *Sampling Unit*: Who is to be surveyed?**

The researcher defined the target population that will be taken as samples, those are customer who have visited Kedai Kopi more than one time. They should be at the age between 17 to 35 years old (as stated by the company as the market).



2. *Sample size*: How many people should be surveyed?

The size of the sample was one hundred respondents.

3. *Sampling Procedures*: How should the respondent be chosen?

To obtain the number of samples, the researcher used non-probability samples and chose the customers using convenience samples. Each respondent who visited Kedai Kopi within the research period has asked for how many times he or she has visited, and his or her age. If they did not have those two categories, the researcher moved to the next respondents available. According to Zikmund (1997:428), convenience sampling also called haphazard or accidental sampling refers to the procedure of obtaining people who are most conveniently available.

### **3.4. Research Instruments**

#### **3.4.1. Data Collecting Technique**

This research was conducted along with an interesting topic to know further about the results. These results can represent the idea and the theory relevant to this research. This research collected its data through:

##### **3.4.1.1. Primary Data**

The primary data were gained from the questionnaires. The questionnaire consisted of two parts: the respondent's data and service-quality determinant's form. On the second part, the respondents were given a blank form of the service-quality determinant's (Reliability, Responsiveness, Assurance, Empathy, and Tangibility), which included three questions on each attribute.

#### **3.4.1.2. Secondary Data**

The secondary data were gathered from the information given by the company through printout data and interviews and other sources, such as from magazines, literature, books, journals, etc.

### **3.5. Technique of Data Analysis**

#### **3.5.1 Descriptive Analysis**

The descriptive qualitative analysis in this research aims to explain the results of the quantitative analysis that was conducted. The descriptive analysis helps explain numbers, coefficients, and other findings that came from the quantitative research and puts it as the research outcome.

#### **3.6. Technique of Data Management**

The data were managed into two: primary and secondary data. Focusing on primary data, the reply of responses or the answer of filling questionnaires would be transferred or inputted based on the variable into computers using statistics software of SPSS version 12.

#### **3.7. Research Variable**

The variables of this research were divided into two: independent and dependent variables. Those two variables would be described below:

### **3.7.1. Independent Variable**

The independent variables represent the variables that influence the dependent variables. The independent variables of this research are:

#### **1. Reliability (X1)**

- a. The time reliability of the service
- b. The capability of the barista to serve
- c. The capability of choosing appropriate menu

#### **2. Responsiveness (X2)**

- a. The timeliness of service
- b. The timeliness of complaint
- c. The timeliness of taking order

#### **3. Assurance ((X3)**

- a. The assurance of the products description from baristas
- b. The assurance of the service of baristas
- c. The assurance of skill performed by baristas

#### **4. Empathy (X4)**

- a. attitude (friendliness service)
- b. ability to give personal attention to customer
- c. integrity and sociability in giving attention

#### **5. Tangibility (X5)**

- a. the grooming style of barista
- b. the facilities
- c. the hygiene, cleanliness and other appearance

be distributed to the remaining 70 samples. It means that the preceding samples are acceptable for data analysis process since the samples needed in this research are 100 samples.

### **Validity Test**

The validity tests in this research instrument tested each of the questions, whether in part one or part two, related to the variables and its attribute levels. The purpose of measurement is to measure what the researcher intended to measure. Zikmund (1997:342) said that validity is the extent to which a scale or a set of measurements accurately represent the concept of interest. Validity test shows whether the data are valid or not by using Pearson's correlation:

$$r_{xy} = \frac{n(\sum XY) - (\sum X \cdot \sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

$r_{xy}$  = the correlation coefficient of (X) and (Y)

N = the number of respondent

$\sum X$  = the sum of value (X)

$\sum Y$  = the sum of value (Y)

$\sum X^2$  = the sum of value (X) square

$\sum Y^2$  = the sum of value (Y) square

### **Reliability Test**

This test is important to judge whether the questionnaire is consistent or not. Reliability applies to a measure when similar results are obtained over time and across situations. William G. Zikmund (1997:340) said: "Reliability is the degree to which measures are free from error and therefore yield consistent result."

The reliability test of the questionnaires was calculated by using Alpha Cronbach technique and this technique was applied for each of the variables. The same as the validity test, the reliability test were calculated to find out the Alpha coefficients by using a specific formula:

$$r_{11} = \left( \frac{k}{k-1} \right) \left( 1 - \frac{\sum \sigma_b^2}{\sigma_i^2} \right)$$

$r_{11}$  = the reliability

$k$  = the number of question

$\sigma_i^2$  = the total variant

$\sum \sigma_b^2$  = the total question within variant

### 3.9.2. Hypothesis Testing

#### 3.9.2.1. Multiple Linear Regressions and Multiple Correlation Analysis

##### Multiple Linier Regression Analysis

This analysis describes how the service determinant affects the customers' satisfaction in the form of regression coefficient and  $R^2$  value (A Aker and Kumar; 1998:500). A regression coefficient evaluates the strength and direction of relationship and also represents the effect of an independent variable when other independent variables are constant (t-value).

The general formula is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Then the estimation of multiple linier regression models are:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$$

Where:

$Y$  = customers' satisfaction

$b_0$  = constant

$b_1 - b_n$  = the coefficient of the independent variable

$X_1$  = independent variable 1 = reliability

$X_2$  = independent variable 2 = responsiveness

$X_3$  = independent variable 3 = assurance

$X_4$  = independent variable 4 = empathy

$X_5$  = independent variable 5 = tangibility

### t-Test

This test is for testing each parameter estimator ( $b_1$ - $b_n$ ) values received from the samples that exactly represent the estimation parameter of the prices of regression coefficient ( $b_1$ - $b_n$ ). By using this test, the researcher expects to know how far the statistics represents the parameter or the significance of each t-value.

The t-value can suggest the extent of association or influence that an independent variable has on the dependent variable (A. Aker and Kumar, 1998:500). This statistical test (for example)  $b_1$  is as follows:

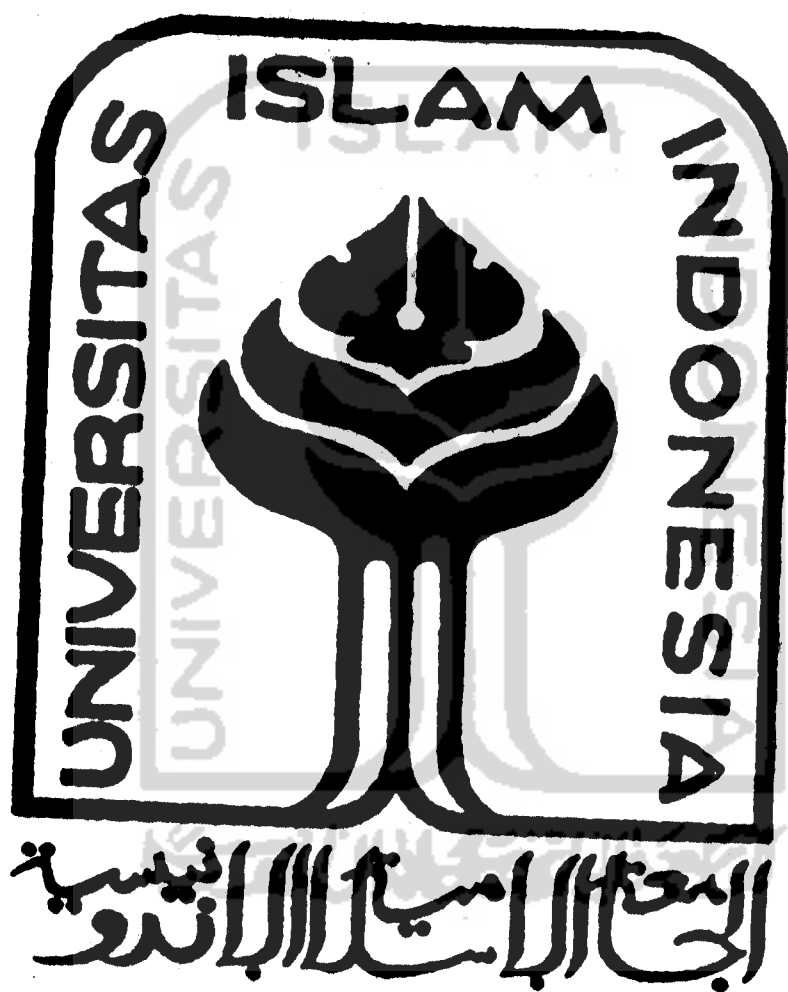
Determining the hypothesis for  $b_1$ :

- ☐  $H_0 : b_1 = 0 \rightarrow$  variable  $X_1$  has no effect to variable  $Y$  when other variables remain constant
- ☐  $H_a : b_1 \neq 0 \rightarrow$  there is an effect between variable  $X_1$  to variable  $Y$  when other variables remain constant

The formula,  $t = \frac{b_1}{Sb_1}$

Where:  $Sb_1$  is the standard error of  $b_1$

This t-test analysis was done to identify whether the t-value, which is an indicator of an effect of each of the service determinant ( $X_1$ - $X_5$ ) toward the customers' satisfaction, is significant or not. The first hypothesis can be concluded from the results of Multiple Coefficient of Determination ( $R^2$ ), the significance of the F-value and the significance of each t-value. The second hypothesis can be concluded from the amount of t-value of each variable and its significance.





## **CHAPTER IV**

### **RESEARCH FINDINGS, DISCUSSION, AND IMPLICATIONS**

#### **4.1. Questionnaire Design**

The data of this research were collected in Kedai Kopi Espresso Bar during the first week of February 2006 by distributing questionnaires to the relevant respondents or samples that represent the population target. This research analyzes whether there is any influence between the service dimensions toward the customers' satisfaction. Therefore, the questionnaires were distributed to the customers who have the following specifications: who have ever been to Kedai Kopi, meaning that they have more than one time visit; and their age is between 17 to 35 years old. The total number of the respondents was 100 respondents, being assumed from 10% of the total number of Kedai's customers. The assumption is based on the sales data as follows:

Average total cup sold per month = 3000 cups (year 2005)

Ratio customer to cup = 1 : 1

Customer turn over per day = 1 time

Customer turn over per month = 3 times

From the sales data above, the number of Kedai's customers is estimated as 1000 people and 10% of Kedai's customer would be 100 people and chosen as the respondents for the research. Convenience sampling method were used for the customers who visited Kedai Kopi within the research period. As the samples of

the research, they commented on the service dimension and evaluated how influential it was toward the satisfaction they felt.

The questionnaire designed in such a way so that it can fulfill the information needed for this research. Divided into three parts, the questionnaire gathered information of the respondent data: the opinion on service performance based on the service dimension criteria and the opinions on the customers' satisfaction.

The first part, the respondent data, consisted of four categories: gender, age, income, and occupation. Gender here means physical gender, not "psychological gender", which means a man is really a man, and a woman is really a woman too. Focusing on the age, the researcher tried to limit the respondent's age based on the statement of market segment of Kedai Kopi. The question on the income category were put into the scale of the income from 200 thousands rupiah until more than a million rupiah, and the job of the customers was defined into the most common occupation of the segmented age between 17 to 35 years old. The job classification included is such job as students, civil servant, public or private employee, and entrepreneur. The first part of the questionnaire was used for qualitative analysis.

The second part of the questionnaire was the respondents' opinions on service performances. The result of this second part of the questionnaire would contribute in supporting and explaining the results of the further quantitative analysis by giving description about the respondents' opinion on service based on the service determinants (reliability, responsiveness, assurance, empathy,

## **4.2. Validity and Reliability Test**

The validity and reliability tests are strongly needed to find out whether the questionnaire is appropriate to be a data gatherer tool or not. This test purpose is to find out the appropriate and relevant data for the researchers who use those data for the research. About 30 questionnaires were distributed to the population to become the initial samples for the validity and reliability tests. If the results are valid and reliable, the questionnaire is appropriate as the data gatherer tool and it is ready to distribute to the remaining 70 samples. Product Moment technique was used for the measurement of validity test, while the reliability test employed Alpha Cronbach technique. These tests were applied to both of the second and third part of the questionnaire by using the statistical computer program SPSS for Windows release 12.0. These techniques results can explain whether the questionnaire is valid or not and/or reliable or not. It means that the preceding samples are acceptable for the data analysis process since the samples needed in this research were 100 samples.

### **4.2.1. Validity Test**

Validity test will test each of the questions, whether in the second part or third part, related to the variables and its attribute levels. The validity test for all questions was done by using Product Moment Correlation technique.

According to Sutrisno Hadi (1991:27), the statement is considered valid or significant if the value of calculation which is Corrected Item-Total Correlation Value is greater than the coefficient of the table (r-table) corresponding to the

samples used. Moreover, by using the 95% significance level ( $r=5\%$ ), and the samples used which was 28 (the actual samples used were 30 but in reading the table using the formula  $N-2$  for the number of sample), the coefficient of the table (r-table) is 0,239. Thus, if the Corrected Item-Total Correlation Value of each question is greater than 0,239, it means that the question is considered valid and vice versa. The next page tables show the Corrected Item-Total Correlation Value of each question and its status.

**Table 4.2.1. The Validity Test Result for Reliability ( $X_1$ ) Question Statements**

<b>Reliability (<math>X_1</math>)</b>		
<b>Items</b>	<b>Corrected Item-Total Correlation</b>	<b>Status</b>
No. 1.	0.557	Valid
2.	0.511	Valid
3.	0.517	Valid

**Table 4.2.2. The Validity Test Result for Responsiveness ( $X_2$ ) Question Statements**

<b>Responsiveness (<math>X_2</math>)</b>		
<b>Items</b>	<b>Corrected Item-Total Correlation</b>	<b>Status</b>
No. 4.	0.530	Valid
5.	0.660	Valid
6.	0.528	Valid

**Table 4.2.3. The Validity Test Result for Assurance ( $X_3$ ) Question Statements**

<b>Assurance (<math>X_3</math>)</b>		
<b>Items</b>	<b>Corrected Item-Total Correlation</b>	<b>Status</b>
No. 7.	0.657	Valid
8.	0.676	Valid
9.	0.658	Valid

**Table 4.2.4. The Validity Test Result for Empathy (X<sub>4</sub>) Question Statements**

<b>Empathy (X<sub>4</sub>)</b>		
<b>Items</b>	<b>Corrected Item-Total Correlation</b>	<b>Status</b>
No. 10.	0.779	Valid
11.	0.748	Valid
12.	0.529	Valid

**Table 4.2.5. The Validity Test Result for Tangibility (X<sub>5</sub>) Question Statements**

<b>Tangibility (X<sub>5</sub>)</b>		
<b>Items</b>	<b>Corrected Item-Total Correlation</b>	<b>Status</b>
No. 13.	0.378	Valid
14.	0.576	Valid
15.	0.714	Valid

The tables above indicate that the values of each question in part two are valid. It means that the 15 questions gained from 30 respondents are appropriate for analysis and the analysis can be done for the remaining 70 respondents.

**Table 4.3. The Summary of the Validity Test Result to the Question Statements in Customers' Satisfaction**

<b>Customers' Satisfaction (Y)</b>		
<b>Items</b>	<b>Corrected Item-Total Correlation</b>	<b>Status</b>
No.1	0.648	Valid
2	0.663	Valid
3	0.629	Valid
4	0.688	Valid
5	0.580	Valid

Source: Primary Data Calculation

Table 4.3. above indicates that the values of each question in part three are valid. It means that those questions are appropriate for analysis and appropriate for the remaining 70 respondents.

**Table 4.4. Valid Statements of Service Determinants (Part Two)**

<b>Valid Statements of Service Determinants</b>	
<b>I. Reliability (X1)</b>	
<ul style="list-style-type: none"> <li>a. The time reliability of the service</li> <li>b. The capability of the barista to serve</li> <li>c. The capability to choosing appropriate menu</li> </ul>	
<b>II. Responsiveness (X2)</b>	
<ul style="list-style-type: none"> <li>a. The timeliness of service</li> <li>b. The timeliness of complaint</li> <li>c. The timeliness of taking order</li> </ul>	
<b>III. Assurance (X3)</b>	
<ul style="list-style-type: none"> <li>a. The assurance of the products description from baristas</li> <li>b. The assurance of the service of baristas</li> <li>c. The assurance of skill performed by baristas</li> </ul>	
<b>IV. Empathy (X4)</b>	
<ul style="list-style-type: none"> <li>a. Attitude (friendliness service)</li> <li>b. Ability to give personal attention to customer</li> <li>c. Integrity and sociability in giving attention</li> </ul>	
<b>V. Tangibility (X5)</b>	
<ul style="list-style-type: none"> <li>a. The grooming style of barista</li> <li>b. The facilities</li> <li>c. The hygiene, cleanliness and other appearance</li> </ul>	

#### 4.2.2. Reliability Test

The reliability test was used to measure whether the questionnaire is consistent or not. It means that if the questionnaires are redistributed to the new other respondents, the results are almost the same as the previous survey. Reliability refers to the extent to which a scale produces consistent results if the measurements are made repeatedly (Naresh K. Malhotra, 1993: 281).

Alpha Cronbach technique was applied to each variable for the reliability test. The test found out the Alpha coefficients by using a specific formula. Then, if those coefficients are greater than 0.6, it means that those coefficients are satisfactory internal consistency reliability and if the values of coefficients are less than 0.6, it means that those coefficients are unsatisfactory internal consistency reliability (Naresh K. Malhotra, 1993: 282). The significance level of the reliability test used in this research was 95% ( $\alpha=5\%$ ) and the samples taken were 30 samples. The reliability test was done by using software SPSS for Windows release 12.

Regarding to the samples used, the coefficient of the table ( $r$ -table) is 0,239. Thus, if the Alpha coefficients of each variable are greater than 0,239, it means that the variable is considered reliable and vice versa. The next table shows the coefficient values of the questions and its status.

**Table 4.5. The Summary of Reliability Test Result to the Variables Used**

No	Variables	Alpha coefficient	Status
1	Customers' Satisfaction (Y)	0.830	Reliable
2	Reliability (X <sub>1</sub> )	0.709	Reliable
3	Responsiveness (X <sub>2</sub> )	0.741	Reliable
4	Assurance (X <sub>3</sub> )	0.812	Reliable
5	Empathy (X <sub>4</sub> )	0.820	Reliable
6	Tangibility (X <sub>5</sub> )	0.723	Reliable

Source: Primary Data Calculation

The results shown on the table above indicates that all variables are reliable. It means that the questions about the service determinants will be included for the remaining 70 respondents.

#### **4.3. Research Findings**

After the validity and reliability test, the questionnaires were distributed in order to get the remaining 70 respondents to fulfill the requirements as the research samples. Any respondents who did not fulfill the requirement were not included and the distribution of questionnaires stopped when the quota of 70 samples had been fulfilled. The data management used SPSS for Windows release 12 and being marked as the data source and ready for analysis.

The researcher divided the analysis into two methods: qualitative and quantitative methods. The qualitative analysis results support the quantitative analysis results. It means that, the quantitative analysis results, which are in the form of number, are explained by the qualitative analysis results which provide insights and understanding of the problem setting.



#### 4.3.1. Descriptive Qualitative Analysis

The qualitative analysis in this research is based on the result of the Respondent Profiles. This analysis describes the points of questions on part one, which are the gender, age, income and the job of the respondent.

##### 4.3.1.1. The Respondents' Profiles

This section consists of the respondent profile and describes the tables of frequencies. The first table is gender. The respondents who contributed in this research consist of 32 female respondents (32% of the whole sample) and 68 male respondents (68% of the whole sample). The table is also put into a cross tabulation with the job in order to match and analyze the statement of the target market of Kedai Kopi.

**Table 4.6. Data on the Respondents: Gender**

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	68	68,0	68,0	68,0
	female	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

Source: Primary Data Calculation

The data inform that the customers of Kedai Kopi espresso bar mostly are male. This is reasonable because it comes from several conditions influencing it. Since the opening hours of Kedai starts from 3 pm until 3 am on the next day, and the research was conducted on peak hour (8 pm – 11 pm) male customers have most availability to visit Kedai Kopi. While, female customers have to go home regarding the “night hours” that they must obey on their environment. This assumption is supported with the finding data of respondents' job who were

**Table 4.8.1. Data on the Respondents: Cross Tabulation Income and Job**

		Job				Total
		Student	Private	Self Employed	Others	
income	Less than Rp. 200.000	3	0	0	1	4
	Rp. 200.000 - Rp. 399.000	13	0	2	1	16
	Rp. 400.000 - Rp. 699.000	22	4	6	2	34
	Rp. 700.000 - Rp. 999.000	16	3	1	2	22
	More than Rp. 1.000.000	11	6	6	1	24
	Total	65	13	15	7	100

Source: Primary Data Calculation

The sample's income was less than 200 thousands rupiah per month placed at the least rank (4 samples or 4% of the total sample) and most of the samples (34 samples or 34% of the total sample) have income ranging from 400 thousands rupiah up to 699 thousands rupiah. However, the income related to the respondents' job, and cross tabulation table of income and job is appropriate to explain the findings of the income. For example, a cross tabulation shows specifically that the number of the samples placed at the least rank, was 3 students. The highest rank of income, 34 % (34 samples), were also dominated by students (22 samples). Those two findings indicate that the least rank, samples that have income less than 200 thousands rupiah lived in Yogyakarta. Their needs of housing, meals, and transportation had already been fulfilled by their parents, so the income was purely for other spending than housing, meals or transportation. However, most of the samples who were students (22 samples) that have income between 400 thousands rupiah up to 699 thousands rupiah is the most common characteristic of students who study in Yogyakarta.

**Table 4.9. Data on the Respondents: Job**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	65	65,0	65,0	65,0
	Private	13	13,0	13,0	78,0
	Self Employed	15	15,0	15,0	93,0
	Others	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

Source: Primary Data Calculation

**Table 4.9.1. Data on the Respondents: Cross Tabulation Age and Job**

		job				Total
		Student	Private	Self Employed	Others	
age	15-20 year	24	0	0	0	24
	21-25 year	39	9	10	3	61
	26-30 year	2	3	3	4	12
	30-35 year	0	1	2	0	3
	Total	65	13	15	7	100

Source: Primary Data Calculation

The table of job and the cross tabulation of job and age show that most of the samples' job was student (65 samples or 65% of the total sample) and those 65 students were in the age of 21 years to 25 years old (39 samples). However, on the second rank of the job, there was self employed or entrepreneur that was mainly occupied by 15 samples (15% of the total samples) where also most of them were at the age between 21 years to 25 years old (10 samples). On the third rank is private employee (13 samples or 13% of the total sample) and 7 respondents had, other jobs (7% of the total samples).

#### 4.3.2. Quantitative Analysis

The second analysis is Quantitative Analysis. This analysis used some statistical measurement tools that were employed to test the two research hypotheses determined previously. Multiple Linier Regression was used to find out the equation. This equation reflects the existence of the relationship of patterns among the variables. The F-test was done to find out the significance of the relationship between the overall independent variables to the dependent variable, while the t-test was done to find out the significance of the relationship of each independent variable to the dependent variable. Those calculations were done by using the statistical computer software of SPSS for Windows Release 12.

##### 4.3.2.1. Multiple Linear Regression

This analysis tries to find out the relationship pattern among the variables. By using some calculation, the data acquired are then processed and the results are outlined below.

**Table. 4.10. Multiple Linier Regression Analysis Result and Its Outputs**

Predictor Variables	Coefficient Values	t-values
Constant	0.526	1.797
X1	0.133	1.177
X2	0.142	1.233
X3	0.365	3.220
X4	0.144	1.687
X5	0.052	0.470

Source: Primary Data Calculation

R	: 0.771
R <sup>2</sup>	: 0.594
F stat	: 27.505

customer satisfaction. In other words, if there is no information about the independent variables (the service determinants) then the customer satisfaction exists.

**b. Coefficient variable of  $X_1$  ( $b_1$ ) = 0.133**

It means that there is the same direction between the variable  $X_1$  (the service determinants of reliability) to the Y (customers' satisfaction). Thus, if the reliability of the service determinant increases, the customers' satisfaction also increases positively and the other way around.

**c. Coefficient variable of  $X_2$  ( $b_2$ ) = 0.142**

It means that there is the same direction between the variable  $X_2$  (the service determinants of responsiveness) to the Y (customers' satisfaction). Thus, if the responsiveness of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

**d. Coefficient variable of  $X_3$  ( $b_3$ ) = 0.365**

It means that there is the same direction between the variable  $X_3$  (the service determinants of assurance) to the Y (customers' satisfaction). Thus, if the assurance of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

**e. Coefficient variable of  $X_4$  ( $b_4$ ) = 0.144**

It means that there is the same direction between the variable  $X_4$  (the service determinant of empathy) to the Y (customers' satisfaction). Thus, if the empathy of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

#### **a. Multiple Correlation Analysis**

Multiple Correlation Coefficient ( $R$ ) is the output of the Multiple Correlation Analysis calculation. The coefficient reflects the existence of relationship. According to Young (1982), the value of  $R$  between 0.70 until 1.00 (positive or negative) is considered high correlation, between 0.40 until 0.70 shows a substantial correlation and 0.20 until 0.40 means a small/low correlation, but less than 0.20 the existence of correlation can be omitted. The coefficient square to get Multiple Coefficient of Determination ( $R^2$ ) indicates the explanatory power of overall independent variables ( $X_1$ - $X_5$ ) to the dependent variables ( $Y$ ) or the closeness of the relationship reflects the influence of the overall independent variables to the dependent variables.

Moreover, the value of  $R$  (0.771) from Table 4.9 indicates a positive high relationship between the dependent to the independent variables. Regarding  $R^2$ , the value of  $R^2$  read as in percent, value of  $R^2$  in this research is 0.594 and interpreted as 59.4%. It means that 59.4% of the dependent variable ( $Y$ ) is explained by overall independent variables ( $X_1$ - $X_5$ ). Thus, the rest (40.6%) is explained by other factors instead of the overall independent variables. In other word, the independent variables ( $X_1$ - $X_5$ ), which are service determinant, have a strong/high influence to the dependent variables  $Y$  (customers' satisfaction) and other variables than variables on this research influence only 40.6%.

**b. Statistical Significance of Overall Explanatory Power Test (F Test)**

The next analysis is F-test, which measures the significance values of the overall independent variables to the dependent variable. Those value are:

- i) Set the hypotheses, which are:

Ho:  $b_1 = b_3 = \dots = b_5 = 0 \rightarrow$  There is no significant relationship between Y and at least one of the independent variable ( $b_1$ - $b_5$ ) and that the regression equation as a whole is not significant

Ha: one or more of the b is not equal to zero  $\rightarrow$  There is a significant relationship between Y and at least one of the independent variable ( $b_1$ - $b_5$ ) and that the regression equation as a whole is significant

- ii) The result decision based on the test is as follows:

F statistic < F table  $\rightarrow$  Ho is accepted (Ha is rejected)

F statistic > F table  $\rightarrow$  Ho is rejected (Ha is accepted)

- iii) The result of the F-test calculation is as follows:

Significance level	: 5%
Numerator (N variable – 1)	: 5 (6 - 1)
Denominator (N cases – N variable)	: 94 (100 - 6)
F table	: 2.3113
F statistic	: 27.505

iv) Decision: Since the F statistic 27.5050 is greater than F table 2,3113 ( $F_{\text{statistics}} > F_{\text{table}}$ ),  $H_0$  is rejected and  $H_a$  is accepted.

v) Interpretation from the decision made above is:

There is a significant relationship between Y and at least one of the independent variable ( $b_1$ - $b_5$ ) and that the regression equation as a whole is significant.

Furthermore, the calculation of Multiple Linear Regression shows a significant number and this equation is appropriate for estimation and the coefficients of the variable which indicating the overall relationship or influencing the power of the independent variables (service determinant) to the dependent variable (customers' satisfaction) are considered significant.

#### **c. Statistical Significance of t-Value (t-test)**

Statistical significant of t-value is used to find out whether the variables are significant or trusted or not. This test was conducted to each variable.

##### **i) The t value of variable $X_1$**

a) Set the hypotheses, which are:

$H_0: b_1 = 0 \rightarrow$  variable  $X_1$  has no effect to variable Y when other variables remain constant



$H_a: b_1 \neq 0 \rightarrow$  variable  $X_1$  has an effect to variable  
Y when other variables remain constant

b) The result decision based on the test is:

$t \text{ statistic} < t \text{ table} \rightarrow H_0$  is accepted

$t \text{ statistic} > t \text{ table} \rightarrow H_0$  is rejected

c) The result of the t-test calculation is as follows:

Significance level	: 5%
Degree of Freedom (N -2)	: 98 (100-2)
t table	: 1.984
t statistic (see Table 4.9)	: 1.177

d) Decision: Since the t statistic is lower than t table ( $t \text{ statistics} < t \text{ table}$ ) the decision is accepting  $H_0$  and rejecting  $H_a$ .

e) Interpretation from the decision made above is that:  
variable  $X_1$  (service determinant- reliability) **does not significantly** affect Y (customers' satisfaction) when other variables remain constant.

## ii) The t value of variable $X_2$

a) Set the hypotheses, which are:

$H_0: b_2 = 0 \rightarrow$  variable  $X_2$  has no effect to variable

Y when other variables remain constant

$H_a: b_2 \neq 0 \rightarrow$  variable  $X_2$  has an effect to variable  
Y when other variables remain constant

b) The result decision based on the test is:

$t \text{ statistic} < t \text{ table} \rightarrow H_0$  is accepted

$t \text{ statistic} > t \text{ table} \rightarrow H_0$  is rejected

c) The result of the t-test calculation is as follows:

Significance level	: 5%
Degree of Freedom (N -2)	: 98 (100-2)
t table	: 1.984
t statistic (see Table 4.9)	: 1.233

d) Decision: Since the t statistic is lower than t table ( $t \text{ statistics} < t \text{ table}$ ) the decision is accepting  $H_0$  and rejecting  $H_a$ .

e) Interpretation from the decision made above is that:  
variable  $X_2$  (service determinant- responsiveness) **does not significantly** affect Y (customers' satisfaction)  
when other variables remain constant.

### iii) The t value of variable $X_3$

a) Set the hypotheses, which are:

$H_0: b_3 = 0 \rightarrow$  variable  $X_3$  has no effect to variable  
Y when other variables remain constant

$H_a: b_1 \neq 0 \rightarrow$  variable  $X_3$  has an effect to variable

Y when other variables remain constant

b) The result decision based on the test is:

t statistic < t table  $\rightarrow$   $H_0$  is accepted

t statistic > t table  $\rightarrow$   $H_0$  is rejected

c) The result of the t-test calculation is as follows:

Significance level : 5%

Degree of Freedom (N -2) : 98 (100-2)

t table : 1.984

t statistic (see Table 4.9) : 3.220

d) Decision: Since the t statistic is higher than t table (t statistics > t table) the decision is rejecting  $H_0$  and accepting  $H_a$ .

e) Interpretation from the decision made above is that:

variable  $X_3$  (service determinant-assurance)

**significantly** affect Y (customers' satisfaction) when other variables remain constant.

iv) The t value of variable  $X_4$

a) Set the hypothesis, which are:

$H_0: b_4 = 0 \rightarrow$  variable  $X_4$  has no effect to variable

Y when other variables remain constant

$H_a: b_4 \neq 0 \rightarrow$  variable  $X_4$  has no effect to variable

$Y$  when other variables remain constant

b) The result decision based on the test is:

$t \text{ statistic} < t \text{ table} \rightarrow H_0$  is accepted

$t \text{ statistic} > t \text{ table} \rightarrow H_0$  is rejected

c) The result of the t-test calculation is as follows:

Significance level	: 5%
Degree of Freedom (N -2)	: 98 (100-2)
t table	: 1.984
t statistic (see Table 4.9)	: 1.687

d) Decision: Since the t statistic is lower than t table ( $t \text{ statistics} < t \text{ table}$ ) the decision is rejecting  $H_0$  and accepting  $H_a$ .

e) Interpretation from the decision made above is that: variable  $X_4$  (service determinant- empathy) **does not significantly** affect  $Y$  (customers' satisfaction) when other variables remain constant.

v) The t value of variable  $X_5$

a) Set the hypotheses, which are:

$H_0: b_5 = 0 \rightarrow$  variable  $X_5$  has no effect to variable

$Y$  when other variables remain constant

$H_a: b_5 \neq 0 \rightarrow$  variable  $X_5$  has an effect to variable

Y when other variables remain constant

b) The result decision based on the test is:

t statistic < t table  $\rightarrow$   $H_0$  is accepted

t statistic > t table  $\rightarrow$   $H_0$  is rejected

c) The result of the t-test calculation is as follows:

Significance level	: 5%
Degree of Freedom (N -2)	: 98 (100-2)
t table	: 1.984
t statistic (see Table 4.9)	: 0.470

d) Decision: Since the t statistic is lower than t table (t statistics < t table) the decision is accepting  $H_0$  and rejecting  $H_a$ .

e) Interpretation from the decision made above is that: variable  $X_5$  (service determinant-tangibility) **does not significantly** affect Y (customers' satisfaction) when other variables remain constant.

From the result above, the researcher conclude that all of the variables of service determinants (independent variables) that represented by  $R^2$  result are considered significant or the overall service determinants can significantly affect the customers' satisfaction (dependent variable) altogether since the F statistic

(2.3113) is greater than the F table (27.505). Nevertheless, the partial significance test (t-test) indicates that not all of the t-values of the independent variables are considered significant or not all the service determinants have significant influences to the customers' satisfaction when other attributes are considered constant. There are four variables of service determinants that are not significant, those are: reliability, responsiveness, empathy, and tangibility. Only one variable is considered significant, that is assurance (t-value=3.220 > t-table=1.984).

The result above means that the service determinants do not simultaneously affect the customers' satisfaction. Based on the  $R^2$  value and the t-test results, **the first hypothesis of the thesis is rejected.**

#### **4.3.2.3. Second Hypothesis**

The second hypothesis in this research is "The most dominant factor that influences the customers' satisfaction is Responsiveness". To answer this hypothesis, the dominant influence of the service determinant can be observed from the multiple linear regression result and then followed by testing the significance of each of the coefficient by using t-test to determine whether the coefficient is significant/trusted or not.

Table 4.9 shows that the coefficient of variable  $X_3$  (0.365) is the biggest coefficient value among other variables. The same thing is true for the value of t

which reflects the value of the variable partially from other variables of  $X_3$  of 3.220, which is the biggest value among other variable t-values. Thus, the service determinant that has the dominant power influencing the customers' satisfaction is Assurance. The result of significance test (t value) indicates that Assurance is the only one variable that is significant toward customers' satisfaction. It means that the coefficient and the model of Assurance is appropriate to be used for prediction or estimation. Regarding to the result above, **the second hypothesis is rejected** since the hypothesis stated that the most dominant factor that influences the customers' satisfaction is Responsiveness (coefficient of variable = 0.142).

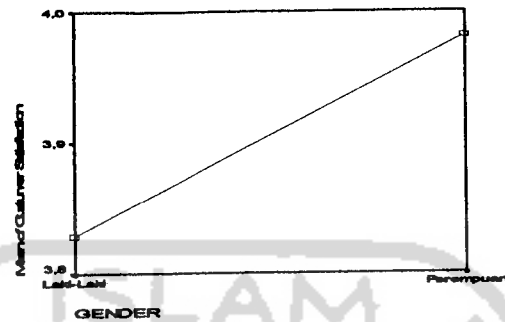
#### **4.4. Implication of The Result**

Some points summarized from the points above will be described below:

##### **4.4.1. The Respondent's Data**

The result of the Descriptive Qualitative Analysis in the first part of the questionnaire, which is the respondent's data, shows some information. However, the means plots of customers' satisfaction will be used to describe the research findings. For example, the respondent data on gender, that mostly is male (68% of the total respondents) and female only 32 respondents (32% of the total respondents) show satisfaction mean plot and found that female respondents are quite more satisfied than male.

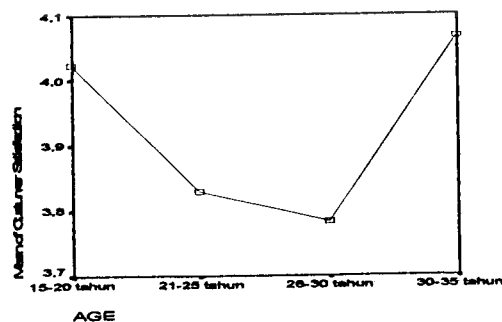
Figure 3: Mean Plot: Customers' Satisfaction and Gender



Source : Primary Data Calculation

Thus, mean plot of customers' satisfaction based on age shows that the most satisfied customers are those at the age between 30 years to 35 years. Even though customers' age between 21 years to 25 years is the most in quantity of respondents, they do not show higher mean of satisfaction. This finding may interpret that customers' age between 30 years to 35 years, which are not the target market, has less expectation on Kedai Kopi, so they were satisfied because what they achieved is more what they expected. The mean plot of customers' satisfaction and age are shows by figure 3.

Figure 4: Mean Plot: Customers' Satisfaction and Age

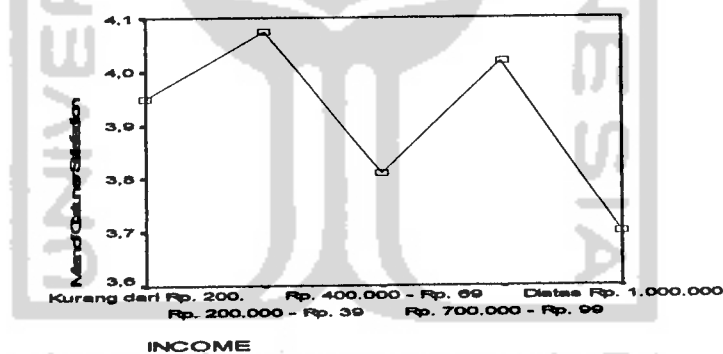


Source : Primary Data Calculation



On the basis of income, the most satisfied customers are having income range between 200,000 thousands rupiah and 400,000 thousands rupiah, the second place of satisfied customer are having income range between 700,000 thousands rupiah and 900,000 thousands rupiah. However, the last place of satisfied customers based on income is those who have income range more than one million rupiah. It might indicate that customers at this income range have high expectation, because they are able to have higher service somewhere else with their money. The Mean Plot of Customers' Satisfaction and Income are depicted below:

Figure 5: Mean Plot: Customers' Satisfaction and Income



Source : Primary Data Calculation

#### 4.4.2. The Relationship Between The Service Determinants Attribute ( $X_1$ - $X_5$ ) To The Customers' Satisfaction ( $Y$ )

At the beginning, this research aimed to find out whether the relationship between the service determinants to the customers' satisfaction exists or not. The explanations of the research findings may vary, but the researcher tries to give explanation that comes from the research findings based on observation, knowledge, and also logical

thinking. The Explanation will be given necessarily on some items, however other findings might not be explained if those already contains clear information.

### **1. Multiple Regression Equation**

The Multiple Linear Regression Analysis results above indicate that there is a positive relationship between independent variables (Reliability, Responsiveness, Assurance, Empathy, and Tangibility) to the dependent variables (Customers' Satisfaction) altogether. This means that service determinants cannot be seen separately. Kedai Kopi must put all variable as consideration that will influence their decision on each determinant. The coefficient of R square shows a positive high influence of service determinants and customers' satisfaction. It means that any changes of service determinants will affect customers' satisfaction positively.

The explanation about the pattern of the relationship between the variables above is as follows.

#### **a. Coefficient variable of $X_1$ ( $b_1$ ) = 0.133**

It means there is the same direction between the variable  $X_1$  (service determinants of reliability) to the Y (customers' satisfaction). Thus, if the reliability of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

The variable of  $X_1$  represents reliability (ability in delivering promises) of the service given by Kedai Kopi. The coefficient shows a positive (although does not significant) number, it means that any positive changes on delivering what promises by Kedai Kopi will increase customers' satisfaction. Customer will found Kedai's promises on menu list, menu board or anything stated by the baristas. Those promises could be the advantages, menu availability, or any other barista promises, if Kedai Kopi is able to deliver those promises to satisfy the customers.

**b. Coefficient variable of  $X_2$  ( $b_2$ ) = 0.142**

It means that there is the same direction between the variable  $X_2$  (service determinants of responsiveness) to the Y (customers' satisfaction). Thus, if the responsiveness of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

The variable of  $X_2$  represents responsiveness (ability of being willing to help) of the service given by Kedai Kopi. The coefficient shows a positive (although it is not significant) number, it means that any positive changing on speed of serving, better customers' compliant handling and shorter time to order will increase customers' satisfaction. Responsiveness is emphasized on attentiveness and promptness in dealing with customer request,

question, compliant, and problems. Since there are many customers, it also captures the notion of flexibility and ability to customize the service to customer needs. Hence, it will increase customers' satisfaction.

**c. Coefficient variable of  $X_3$  ( $b_3$ ) = 0.365**

It means that there is the same direction between the variable  $X_3$  (service determinants of assurance) to the Y (customers' satisfaction). Thus, if the assurance of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

The variable of  $X_3$  represents assurance, the ability to inspiring trust and confidence of the service are given by Kedai Kopi. The coefficient shows a positive (significant) number means that any positive changing on barista's skill will increase customers' satisfaction. Improvements on barista's ability to describe the product, barista's appearance, consistent information of the products and other attribute that might increase the trust and confidence of the customer will lead to the increasing of customers' satisfaction.

**d. Coefficient variable of  $X_4$  ( $b_4$ ) = 0.144**

It means that there is the same direction between the variable  $X_4$  (service determinants of empathy) to the Y (customers' satisfaction). Thus, if the empathy of Kedai Kopi increases, the

## **2. Multiple Coefficient of Determination, Statistical Significance of Overall Explanatory Power Test (F Test) and Statistical Significance of t-value (t-test).**

Multiple Correlation Coefficient (R) is the output of the Multiple Correlation Analysis calculation. The coefficient reflects the existence of relationship. The coefficient squared to get Multiple Coefficient of Determination ( $R^2$ ) indicates the explanatory power of overall independent variables ( $X_1$ - $X_5$ ) to the dependent variables (Y) or the closeness of the relationship that reflect the influence of the overall independent variables to the dependent variables.

Moreover, the value of R (0.771) from Table 4.9 indicates a positive high relationship between the dependent to the independent variables. Regarding  $R^2$ , the value of  $R^2$  read as in percent, the value of  $R^2$  in this research is 0.594 and interpreted as 59.4%. It means that 59.4% of the dependent variable (Y) is explained by overall independent variables ( $X_1$ - $X_5$ ). Thus, the rest (40.6%) is explained by other factors, instead of the overall independent variables. In other word, the independent variables ( $X_1$ - $X_5$ ), which are the service determinants, have a strong/high influence (59.4%) to the dependent variables Y (customers' satisfaction) and other variables than variables on this research that influence only 40.6%.

Furthermore, Calculation of Multiple Linear Regression shows a significant number and this equation is appropriate for estimation and the coefficients of the variable which indicating the overall relationship or

followed by testing the significance of each of the coefficient by using t-test to determine whether the coefficient is significant/trusted or not.

Table 4.9 showed that the coefficient of variable  $X_3$  (0.365) is the biggest coefficient value among other variables. The same is true for the value of t which reflects the value of the variable partially from other variables of  $X_3$  that is 3.220, which is the biggest value among other variable t-values. Thus, the service determinants that have the dominant power influencing the customers' satisfaction is Assurance. The result of the significance test (t value) indicates that Assurance is the only one variable that is significant toward customers' satisfaction. It means that the coefficient and the model of Assurance are appropriate to be used for prediction or estimation. Regarding to the result above, the second hypothesis is rejected since the hypothesis stated in this research is that the most dominant factor that influences the customers' satisfaction is Responsiveness.

#### **4.5. Limitations of The Research.**

There is no research without limitations bring on it. This research is considered as social research which investigates the behavior of the people. Since this research is investigates people, any changes and uncertainty that can happen which is caused by the dynamic life of the people and their social life, of course it will limit the research and the researcher should try to overcome those limitations

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1. Conclusions

Based on the calculation result and analysis on the previous chapter and by relating them to the research objectives set before, it can be concluded that:

- a. **The overall service determinants have a strong influence to the customers' satisfaction altogether.** It is shown from the result of the Multiple Coefficient of Determination ( $R^2$ ), the significance of F, t-values and its significance.

The result of Multiple Coefficient of Determination or the value of  $R^2$  in this research is 0.594 and interpreted as 59.4% of the dependent variable (Y) that is explained by overall independent variables ( $X_1$ - $X_5$ ). Thus, the rest (40.6%) is explained by other factors instead of the overall independent variables. In the other word, the independent variables ( $X_1$ - $X_5$ ), which are the service determinants, have a strong/high influence (59.4%) to the dependent variables Y (customers' satisfaction) and other variables than variables on this research influence only 40.6%

The result of significance test of F that reflects the significance of the coefficients and the equation of multiple regressions indicates that the F-value is considered significant. This fact indicates that the coefficient and equation of the multiple regressions is appropriate for

## 5.2. Recommendations

A research is useful when it gives some points to be implemented and also gives recommendation to the Kedai Kopi for better condition. Considering the results, analysis and the implications of the research above, the writer tries to give some recommendations to the intended parties.

Since the most customers are male, it does not mean Kedai Kopi ignore female customers. Kedai Kopi should give equal service toward male and female customer.

- a. Kedai Kopi should maintain the target market (that has already stated) and keep focusing on the effort to create a total value to those customers, especially students, who are the majority of the respondents' job.
- b. Kedai Kopi should increase the value for the money by giving more benefits to customers toward every aspect of service determinant.
- c. Since the most dominant determinant is assurance, Kedai's customer has already had trust and confidence in consuming the products and services at Kedai Kopi. Even though other determinants are not significant, Kedai Kopi should maintain all determinants simultaneously to increase customers' satisfaction.
- d. Kedai Kopi should reconstruct that toilet by giving closet would be the best interpretation of research findings that show tangibility as the least factor significant. Because from the interview with some



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**Penelitian ini dilakukan dalam rangka penyusunan Skripsi/Tugas Akhir**

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**Fakultas : Fakultas Ekonomi Universitas Islam Indonesia**

**No Mhs : 99 311 302 I**

**Hasil dari penelitian ini murni untuk kepentingan akademik, segala informasi pribadi yang Anda berikan di jamin kerahasiaannya.**

## **I. Data Responden :**

### **Identitas Responden / Karakteristik responden.**

Mohon memberikan tanda silang (X) pada kolom yang paling sesuai dengan karakteristik responden:

1. Jenis Kelamin anda :
  - a. Laki – Laki
  - b. Perempuan
2. Ulang tahun yang akan datang anda berumur :
  - a. 15 >
  - b. 15 – 20 tahun
  - c. 21 – 25 tahun
  - d. 26 – 30 tahun
  - e. 30 <
3. Pendapatan anda setiap bulan :
  - a. Kurang dari Rp. 200.000,-
  - b. Rp. 200.000, - Rp. 399.000,-
  - c. Rp. 400.000, - Rp. 699.000,-
  - d. Rp. 700.000, - Rp. 999.000,-
  - e. Diatas Rp. 1.000.000,-
4. Pekerjaan anda sekarang :
  - a. Pelajar / Mahasiswa
  - b. Pegawai Negri
  - c. Pegawai Swasta
  - d. Wiraswasta
  - e. Lain – lain

## **II. Kualitas Pelayanan Jasa Kedai Kopi Espresso Bar Gejayan - Yogyakarta**

Pernyataan berikut ini berkenaan dengan pendapat anda terhadap kualitas pelayanan jasa pada KEDAI KOPI ESPRESSO BAR GEJAYAN - YOGYAKARTA yang sesungguhnya setelah anda mendapatkan pelayanan jasa yang di berikan. Berilah tanda (X) pada salah satu kolom yang tersedia berikut ini :

- SS : Sangat Setuju  
S : Setuju  
CS : Cukup Setuju  
TS : Tidak Setuju  
STS : Sangat Tidak Setuju

### **Terms :**

- Anda : responden/pengisi kuesioner  
Barista : peracik kopi, yang menerima pesanan, membuat dan mengantarkan pesanan.  
Brand : merek  
Kedai Kopi : sebutan untuk Kedai Kopi Espresso Bar Yogyakarta  
Reliability : kemampuan memenuhi kebutuhan pelanggan sesuai yang dijanjikan.  
Responsiveness: kecepatan respon barista terhadap kebutuhan pelanggan.  
Assurance : jaminan service yang diberikan Kedai Kopi  
Empathy : bentuk komunikasi dan perhatian personal.  
Tangibles : bukti fisik tampak dari bangunan, fasilitas pendukung lainnya.

No	Keterangan	Sangat Setuju	Setuju	Cukup	Tidak Setuju	Sangat Tidak Setuju
A.	<b>RELIABILITY</b> 1. Ketepatan Waktu Barista Kedai Kopi Espresso Bar dalam memberikan pelayanan sangat baik. 2. Kemampuan Barista Kedai Kopi Espresso Bar untuk melayani konsumen sangat tinggi. 3. Barista Kedai Kopi Espresso Bar handal dalam meyakinkan konsumen terhadap produk minuman Kedai Kopi.					
B.	<b>RESPONSIVENESS</b> 4. Barista Kedai Kopi Espresso Bar cekatan dalam memberikan pelayanan kepada konsumen Kedai Kopi. 5. Barista Kedai Kopi Espresso Bar tanggap terhadap setiap keluhan dan masalah yang dihadapi konsumen terhadap pelayanan Kedai Kopi. 6. Barista Kedai Kopi Espresso Bar memberikan informasi yang jelas dan mudah dimengerti.					
C.	<b>ASSURANCE</b> 7. Barista Kedai Kopi Espresso Bar bersikap ramah terhadap konsumen. 8. Barista Kedai Kopi menyajikan menu sesuai yang dideskripsikan kepada para konsumen. 9. Ketrampilan dan kecakapan Barista Kedai Kopi Espresso Bar dalam bekerja sangat baik.					
D.	<b>EMPHATY</b> 10. Keramahan Barista Kedai Kopi Espresso Bar terhadap konsumen sangat baik. 11. Kesantunan Barista Kedai Kopi Espresso Bar terhadap konsumen sangat baik. 12. Barista Kedai Kopi Espresso Bar tidak diskriminatif dalam memberikan pelayanan kepada konsumen.					
E	<b>TANGIBILTY</b> 13. Barista Kedai Kopi Espresso Bar selalu menjaga kerapian pada saat bertugas. 14. Fasilitas dan sarana pendukung pelayanan di Kedai Kopi Espresso Bar cukup memadai. 15. Kebersihan & kerapian tempat Kedai Kopi Espresso Bar sangat baik.					

### III. Kepuasan Konsumen Kedai Kopi Espresso Bar Gejayan – Yogyakarta

Pernyataan berikut ini berkenaan dengan pendapat anda terhadap kepuasan konsumen pada KEDAI KOPI ESPRESSO BAR GEJAYAN - YOGYAKARTA yang sesungguhnya setelah anda mendapatkan pelayanan jasa yang di berikan. Berilah tanda (X) pada salah satu kolom yang tersedia berikut ini :

- SP : Sangat Puas  
P : Puas  
CP : Cukup Puas  
TP : Tidak Puas  
STP : Sangat Tidak Puas

No	Pernyataan	SP	P	CP	TP	STP
1	Pendapat anda tentang kemampuan melayani yang dimiliki oleh Barista Kedai Kopi Espresso Bar Espresso Bar					
2	Secara keseluruhan pendapat anda tentang pelayanan Barista Kedai Kopi Espresso Bar					
3	Pendapat anda tentang jaminan pelayanan yang diberikan oleh Kedai Kopi Espresso Bar					
4	Pendapat anda tentang respon barista Kedai Kopi Espresso Bar Espresso Bar terhadap keinginan anda.					
5	Pendapat anda tentang fasilitas yang diberikan Kedai Kopi Espresso Bar Espresso Bar					

Sebagai kesimpulan umum selama saudara menjadi konsumen pada KEDAI KOPI ESPRESSO BAR, Secara umum pelayanan yang saudara terima adalah:

- A. Sangat Puas  
B. Puas  
C. Biasa  
D. Tidak Puas  
E. Sangat Tidak Puas

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## **Appendix 2**

**Result of Validity and Reliability Test and the Case Summaries.**

### Case Summary of 30 Respondents for Validity and Reliability Test

RESP	A			B			C			D			E			CS				
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q1	Q2	Q3	Q4	Q5
1	4	4	4	4	4	4	5	4	4	4	4	3	3	5	5	4	5	5	5	4
2	4	4	5	3	4	5	5	4	3	4	4	4	4	3	4	4	4	3	3	4
3	4	5	3	5	4	4	5	4	5	5	4	5	5	4	5	3	4	5	4	4
4	3	3	4	3	3	3	4	4	3	3	3	4	3	4	4	3	4	3	4	3
5	3	4	4	4	4	4	3	3	3	5	5	5	4	3	3	3	3	3	4	5
6	4	4	5	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	5	5
7	3	3	3	3	2	3	3	2	3	3	3	3	3	3	2	3	3	3	2	3
8	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
10	5	4	5	5	4	5	5	5	5	5	4	5	5	4	5	5	5	4	5	4
11	5	4	5	5	5	4	5	4	5	5	4	5	5	4	5	5	4	5	4	4
12	4	4	4	4	4	4	5	4	5	5	5	5	5	5	4	4	4	5	4	4
13	4	5	4	4	4	4	5	5	5	5	5	4	5	4	4	4	4	3	3	4
14	4	4	5	4	4	5	5	5	4	5	5	5	5	3	4	4	4	5	5	5
15	3	3	4	3	4	3	4	2	3	3	3	5	4	3	3	3	4	3	2	2
16	3	4	4	4	4	4	5	4	4	4	3	4	5	4	4	4	4	3	4	5
17	4	3	4	4	3	4	4	3	5	4	4	3	5	3	3	4	4	3	5	4
18	4	4	4	4	4	3	5	4	4	4	4	4	3	4	3	4	4	3	3	4
19	3	4	4	2	4	4	3	4	3	4	4	5	2	4	4	4	4	4	3	4
20	3	4	4	5	5	4	4	4	4	4	4	4	5	4	4	5	5	5	4	4
21	3	4	4	4	4	5	4	4	4	4	4	4	5	5	5	4	5	4	4	3
22	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	2	3	3
23	5	5	5	4	4	5	4	4	5	5	4	3	5	5	5	5	4	5	3	4
24	3	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
25	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	4	4	4	4
26	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
27	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
28	3	4	4	4	4	5	5	5	4	4	4	4	4	5	5	4	4	4	4	4
29	4	4	4	4	3	3	4	5	5	4	4	4	4	5	5	4	4	4	3	3
30	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4



## Reliability: reliability

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded (a)	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.709	3

### Item Statistics

	Mean	Std. Deviation	N
a1	3.73	.691	30
a2	3.97	.615	30
a3	4.07	.691	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
a1	8.03	1.206	.557	.580
a2	7.80	1.407	.511	.641
a3	7.70	1.252	.517	.632

## Reliability: responsiveness

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded (a)	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.741	3

### Item Statistics

	Mean	Std. Deviation	N
b1	3.90	.759	30
b2	3.87	.629	30
b3	4.00	.695	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
b1	7.87	1.361	.530	.709
b2	7.90	1.472	.660	.562
b3	7.77	1.495	.528	.701

## Reliability: assurance

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded (a)	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.812	3

### Item Statistics

	Mean	Std. Deviation	N
c1	4.23	.728	30
c2	3.97	.809	30
c3	4.07	.785	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
c1	8.03	2.033	.657	.751
c2	8.30	1.803	.676	.729
c3	8.20	1.890	.658	.747

## Reliability: empathy

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded (a)	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.820	3

### Item Statistics

	Mean	Std. Deviation	N
d1	4.17	.699	30
d2	4.00	.643	30
d3	4.13	.776	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
d1	8.13	1.499	.779	.644
d2	8.30	1.666	.748	.690
d3	8.17	1.661	.529	.913

## Reliability: tangibility

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded (a)	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.723	3

### Item Statistics

	Mean	Std. Deviation	N
e1	4.17	.874	30
e2	3.97	.765	30
e3	4.03	.809	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
e1	8.00	2.138	.378	.841
e2	8.20	2.028	.576	.601
e3	8.13	1.706	.714	.418

## Reliability: satisfaction

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded (a)	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

### Item Statistics

	Mean	Std. Deviation	N
kk1	4.03	.669	30
kk2	4.00	.587	30
kk3	3.87	.860	30
kk4	3.73	.944	30
kk5	3.80	.761	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
kk1	15.40	6.317	.648	.794
kk2	15.43	6.599	.663	.796
kk3	15.57	5.633	.629	.798
kk4	15.70	5.114	.688	.783
kk5	15.63	6.171	.580	.810

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## **Appendix 3**

**Result of Multiple Linear Regression Calculation, Its Outputs and the Case  
Summaries.**

44	11	12	14	14	12	21
45	10	9	9	9	10	17
46	12	11	12	12	10	19
47	14	14	13	14	13	21
48	10	11	11	10	11	17
49	11	12	12	12	10	20
50	13	13	14	14	12	22
51	15	15	15	15	13	21
52	8	9	11	6	9	15
53	10	9	10	9	10	15
54	11	11	10	10	10	15
55	13	12	14	12	10	25
56	10	12	12	12	9	19
57	9	12	12	12	10	18
58	12	12	10	6	13	13
59	9	10	11	9	12	16
60	12	12	13	13	12	21
61	12	11	13	14	12	20
62	13	11	14	12	13	20
63	9	11	11	12	9	18
64	11	12	11	14	9	20
65	15	15	15	15	15	25
66	10	12	13	15	12	20
67	10	13	14	13	12	20
68	8	7	11	11	9	16
69	9	9	10	11	9	17
70	13	13	13	13	13	20
71	12	12	13	11	13	23
72	13	12	12	12	11	17
73	12	13	14	14	14	18
74	10	9	11	10	11	20
75	11	12	9	15	10	16
76	13	11	12	11	12	22
77	9	8	8	9	8	14
78	9	9	9	9	9	14
79	9	9	9	9	9	15
80	14	14	15	14	14	23
81	14	14	14	14	14	23
82	12	12	14	15	14	21
83	13	12	15	14	13	18
84	13	13	14	15	12	23
85	10	10	9	11	10	14
86	11	12	13	11	13	20
87	11	11	12	11	11	20
88	12	11	13	12	10	18
89	11	10	10	13	10	19
90	11	14	12	12	13	23
91	11	13	12	13	14	21



92	12	12	12	12	11	16
93	15	13	13	12	15	21
94	13	13	15	15	15	21
95	15	15	14	15	15	25
96	12	12	12	12	12	20
97	11	12	12	12	12	20
98	11	13	14	12	14	20
99	12	10	14	12	14	20
100	11	12	12	12	12	18



## Regression

### Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Tangibles, Empathy, Reliability, Responsiveness, Assurance(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Customer Satisfaction

### Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,771(a)	,594	,572	,37450

a Predictors: (Constant), Tangibles, Empathy, Reliability, Responsiveness, Assurance

b Dependent Variable: Customer Satisfaction

### ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,288	5	3,858	27,505	,000(a)
	Residual	13,183	94	,140		
	Total	32,472	99			

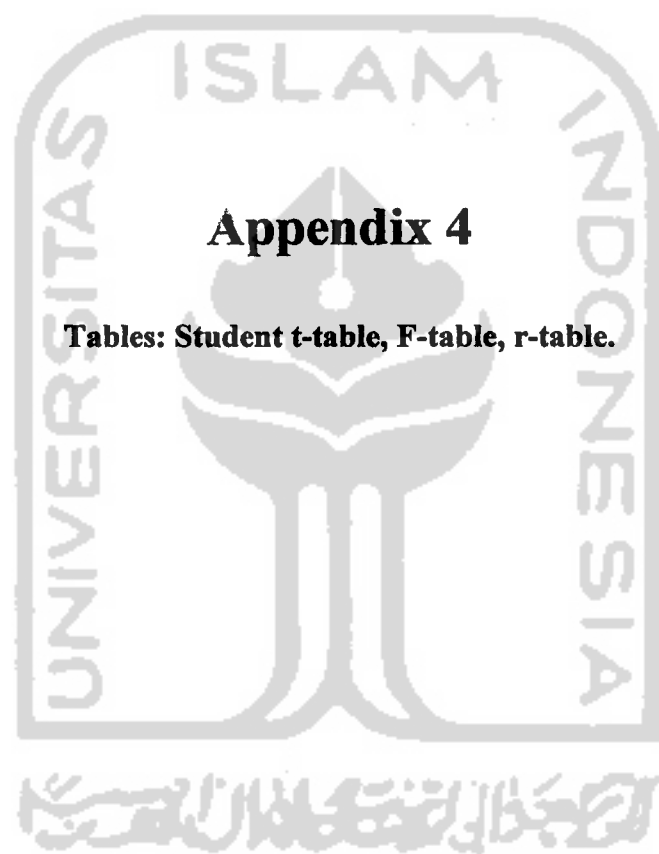
a Predictors: (Constant), Tangibles, Empathy, Reliability, Responsiveness, Assurance

b Dependent Variable: Customer Satisfaction

### Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,526	,293		1,797	,076					
	Reliability	,133	,113	,129	1,177	,242	,643	,121	,077	,357	2,802
	Responsiveness	,142	,115	,145	1,233	,220	,664	,126	,081	,313	3,193
	Assurance	,365	,113	,386	3,220	,002	,727	,315	,212	,301	3,319
	Empathy	,144	,085	,160	1,687	,095	,610	,171	,111	,481	2,081
	Tangibles	,052	,110	,058	,470	,640	,641	,048	,031	,288	3,469

a Dependent Variable: Customer Satisfaction



## **Appendix 4**

**Tables: Student t-table, F-table, r-table.**

STUDENT t-TABLE

df	0.01	0.025	0.05	0.1
1	63.66	25.45	12.71	6.314
2	9.925	6.205	4.303	2.92
3	5.841	4.177	3.182	2.353
4	4.804	3.495	2.776	2.132
5	4.032	3.163	2.571	2.015
6	3.707	2.969	2.447	1.943
7	3.499	2.841	2.365	1.895
8	3.355	2.752	2.306	1.86
9	3.25	2.685	2.262	1.833
10	3.169	2.634	2.228	1.812
11	3.106	2.593	2.201	1.796
12	3.055	2.56	2.179	1.782
13	3.012	2.533	2.16	1.771
14	2.977	2.51	2.145	1.761
15	2.947	2.49	2.131	1.753
16	2.921	2.473	2.12	1.746
17	2.898	2.458	2.11	1.74
18	2.878	2.445	2.101	1.734
19	2.861	2.433	2.093	1.729
20	2.845	2.423	2.086	1.725
21	2.831	2.414	2.08	1.721
22	2.819	2.405	2.074	1.717
23	2.807	2.398	2.069	1.714
24	2.797	2.391	2.064	1.711
25	2.787	2.385	2.06	1.708
26	2.779	2.379	2.056	1.706
27	2.771	2.373	2.052	1.703
28	2.763	2.368	2.048	1.701
29	2.756	2.364	2.045	1.699
30	2.75	2.36	2.042	1.697
31	2.744	2.356	2.04	1.696
32	2.738	2.352	2.037	1.694
33	2.733	2.348	2.035	1.692
34	2.728	2.345	2.032	1.691
35	2.724	2.342	2.03	1.69
36	2.719	2.339	2.028	1.688
37	2.715	2.336	2.026	1.687
38	2.712	2.334	2.024	1.686
39	2.708	2.331	2.023	1.685
40	2.704	2.329	2.021	1.684
41	2.701	2.327	2.02	1.683
42	2.698	2.325	2.018	1.682
43	2.695	2.323	2.017	1.681
44	2.692	2.321	2.015	1.68
45	2.69	2.319	2.014	1.679
46	2.687	2.317	2.013	1.679
47	2.685	2.315	2.012	1.678
48	2.682	2.314	2.011	1.677
49	2.68	2.312	2.01	1.677
50	2.678	2.311	2.009	1.676

df	0.01	0.025	0.05	0.1
51	2.676	2.31	2.008	1.675
52	2.674	2.308	2.007	1.675
53	2.672	2.307	2.006	1.674
54	2.67	2.306	2.005	1.674
55	2.668	2.304	2.004	1.673
56	2.667	2.303	2.003	1.673
57	2.665	2.302	2.002	1.672
58	2.663	2.301	2.002	1.672
59	2.662	2.3	2.001	1.671
60	2.66	2.299	2	1.671
61	2.659	2.298	2	1.67
62	2.657	2.297	1.999	1.67
63	2.656	2.296	1.998	1.669
64	2.655	2.295	1.998	1.669
65	2.654	2.295	1.997	1.669
66	2.652	2.294	1.997	1.668
67	2.651	2.293	1.996	1.668
68	2.65	2.292	1.995	1.668
69	2.649	2.291	1.995	1.667
70	2.648	2.291	1.994	1.667
71	2.647	2.29	1.994	1.667
72	2.646	2.289	1.993	1.666
73	2.645	2.289	1.993	1.666
74	2.644	2.288	1.993	1.666
75	2.643	2.287	1.992	1.665
76	2.642	2.287	1.992	1.665
77	2.641	2.286	1.991	1.665
78	2.64	2.285	1.991	1.665
79	2.639	2.285	1.99	1.664
80	2.639	2.284	1.99	1.664
81	2.638	2.284	1.99	1.664
82	2.637	2.283	1.989	1.664
83	2.636	2.283	1.989	1.663
84	2.636	2.282	1.989	1.663
85	2.635	2.282	1.988	1.663
86	2.634	2.281	1.988	1.663
87	2.634	2.281	1.988	1.663
88	2.633	2.28	1.987	1.662
89	2.632	2.28	1.987	1.662
90	2.632	2.28	1.987	1.662
91	2.631	2.279	1.986	1.662
92	2.63	2.279	1.986	1.662
93	2.63	2.278	1.986	1.661
94	2.629	2.278	1.986	1.661
95	2.629	2.277	1.985	1.661
96	2.628	2.277	1.985	1.661
97	2.627	2.277	1.985	1.661
98	2.627	2.276	1.984	1.661
99	2.626	2.276	1.984	1.66
100	2.626	2.276	1.984	1.66

the F-TABLE

Denominator	Numerator								
	1	2	3	4	5	6	7	8	9
50	4.0343	3.183	2.7900	2.5572	2.4004	2.2854	2.199	2.12992	5.041
51	4.0304	3.179	2.78623	2.5534	2.3968	2.2828	2.195	2.12502	5.041
52	4.0266	3.175	2.7826	2.5498	2.393	2.2789	2.192	2.12228	5.041
53	4.023	3.172	2.77912	2.5463	2.3894	2.2754	2.188	2.11868	5.041
54	4.0195	3.168	2.77576	2.5429	2.3861	2.272	2.185	2.11522	5.041
55	4.0162	3.165	2.77254	2.5397	2.3828	2.2687	2.181	2.1119	5.041
56	4.013	3.162	2.76943	2.5366	2.3797	2.2656	2.178	2.10869	5.041
57	4.0099	3.159	2.76644	2.5336	2.3767	2.2625	2.175	2.1056	5.041
58	4.0069	3.156	2.76356	2.5307	2.3738	2.2596	2.172	2.10262	5.041
59	4.004	3.153	2.76077	2.5279	2.371	2.2568	2.169	2.09975	5.041
60	4.0012	3.15	2.75808	2.5252	2.3683	2.2541	2.167	2.09697	5.041
61	3.9985	3.148	2.75548	2.5226	2.3657	2.2514	2.164	2.09429	5.8452
62	3.9959	3.145	2.75297	2.5201	2.3631	2.2489	2.161	2.0917	5.8452
63	3.9934	3.143	2.75054	2.5177	2.3607	2.2464	2.159	2.08919	5.8452
64	3.9909	3.14	2.74819	2.5153	2.3583	2.244	2.156	2.08676	5.8452
65	3.9886	3.138	2.74591	2.513	2.356	2.2417	2.154	2.08441	5.8452
66	3.9863	3.136	2.74371	2.5108	2.3538	2.2395	2.152	2.08213	5.8452
67	3.984	3.134	2.74157	2.5087	2.3517	2.2373	2.15	2.07992	5.8452
68	3.9819	3.132	2.7395	2.5066	2.3496	2.2352	2.148	2.07778	5.8452
69	3.9798	3.13	2.73749	2.5046	2.3475	2.2332	2.145	2.07571	5.8452
70	3.9778	3.128	2.73554	2.5027	2.3456	2.2312	2.143	2.07369	5.8452
71	3.9758	3.126	2.73364	2.5008	2.3437	2.2293	2.142	2.07173	5.8452
72	3.9739	3.124	2.73181	2.4989	2.3418	2.2274	2.14	2.06983	5.8452
73	3.972	3.122	2.73002	2.4971	2.34	2.2256	2.138	2.06798	5.8452
74	3.9702	3.12	2.72828	2.4954	2.3383	2.2238	2.136	2.06619	5.8452
75	3.9685	3.119	2.72659	2.4937	2.3366	2.2221	2.134	2.06444	5.8452
76	3.9668	3.117	2.72495	2.4921	2.3349	2.2204	2.133	2.06274	5.8452
77	3.9651	3.115	2.72334	2.4904	2.3333	2.2188	2.131	2.06109	5.8452
78	3.9635	3.114	2.72178	2.4889	2.3317	2.2172	2.129	2.05947	5.8452
79	3.9619	3.112	2.72026	2.4874	2.3302	2.2157	2.128	2.0579	5.8452
80	3.9604	3.111	2.71879	2.4859	2.3287	2.2142	2.126	2.05637	5.8452
81	3.9589	3.109	2.71734	2.4844	2.3273	2.2127	2.125	2.05488	5.8452
82	3.9574	3.108	2.71594	2.483	2.3259	2.2113	2.123	2.05343	5.8452
83	3.956	3.107	2.71456	2.4817	2.3245	2.2099	2.122	2.05201	5.8452
84	3.9546	3.105	2.71323	2.4803	2.3231	2.2086	2.121	2.05063	5.8452
85	3.9532	3.104	2.71192	2.479	2.3218	2.2072	2.119	2.04928	5.8452
86	3.9519	3.103	2.71065	2.4777	2.3205	2.2059	2.118	2.04796	5.8452
87	3.9506	3.101	2.7094	2.4765	2.3193	2.2047	2.117	2.04667	5.8452
88	3.9493	3.1	2.70819	2.4753	2.3181	2.2034	2.115	2.04541	5.8452
89	3.9481	3.099	2.707	2.4741	2.3169	2.2022	2.114	2.04419	5.8452
90	3.9469	3.098	2.70584	2.4729	2.3157	2.2011	2.113	2.04299	5.8452
91	3.9457	3.097	2.7047	2.4718	2.3146	2.1999	2.112	2.04181	5.8452
92	3.9445	3.095	2.70359	2.4707	2.3134	2.1988	2.111	2.04066	5.8452
93	3.9434	3.094	2.70251	2.4696	2.3123	2.1977	2.11	2.03954	5.8452
94	3.9423	3.093	2.70145	2.4685	2.3113	2.1966	2.109	2.03844	5.8452
95	3.9412	3.092	2.70041	2.4675	2.3102	2.1955	2.108	2.03737	5.8452
96	3.9402	3.091	2.69939	2.4665	2.3092	2.1945	2.106	2.03632	5.8452
97	3.9391	3.09	2.6984	2.4655	2.3082	2.1935	2.105	2.03528	5.8452
98	3.9381	3.089	2.69742	2.4645	2.3072	2.1925	2.104	2.03428	5.8452
99	3.9371	3.088	2.69647	2.4636	2.3063	2.1915	2.103	2.0333	5.8452
100	3.9362	3.087	2.69554	2.4626	2.3053	2.1906	2.103	2.03233	5.8452

TABLE F ONE-TAILED

df	Tingkat Signifikansi				df	Tingkat Signifikansi			
	1%	5%	10%	20%		1%	5%	10%	20%
1					21	0.327	0.275	0.219	0.157
2	0.985	0.929	0.814	0.649	22	0.320	0.269	0.214	0.154
3	0.881	0.770	0.640	0.486	23	0.313	0.263	0.210	0.150
4	0.776	0.663	0.542	0.404	24	0.307	0.258	0.206	0.147
5	0.695	0.590	0.479	0.353	25	0.301	0.253	0.201	0.144
6	0.634	0.536	0.433	0.317	26	0.295	0.248	0.198	0.141
7	0.586	0.495	0.399	0.290	27	0.290	0.244	0.194	0.139
8	0.548	0.462	0.371	0.270	28	0.285	0.239	0.191	0.136
9	0.516	0.434	0.349	0.253	29	0.280	0.235	0.187	0.134
10	0.489	0.411	0.330	0.237	30	0.275	0.231	0.184	0.132
11	0.465	0.392	0.314	0.227	40	0.259	0.221	0.180	0.114
12	0.445	0.375	0.300	0.216	60	0.196	0.165	0.151	0.093
13	0.427	0.359	0.288	0.207	120	0.139	0.117	0.093	0.066
14	0.411	0.346	0.277	0.199	160	0.098	0.081	0.062	0.043
15	0.397	0.334	0.267	0.192					
16	0.384	0.323	0.256	0.186					
17	0.373	0.313	0.250	0.183					
18	0.362	0.305	0.243	0.175					
19	0.352	0.296	0.237	0.170					
20	0.343	0.289	0.230	0.165					
21	0.335	0.282	0.225	0.161					