3.7.2. Dependent Variable

The dependent variable of this research was the customers' satisfaction (Y) which derived from the attribute of the independent variables.

3.8. Likert Scale

The researcher used Likert scale to give the price of each of the variables as well as the attributes level. The description of the scale is "1" means "strongly disagree", "2" means "disagree", "3" means "neutral", "4" means "agree" and "5" indicates "strongly agree". This scale is applied in each variable and each of the attributes level.

3.9. Quantitative Analysis

3.9.1. Validity and Reliability Test

Gathering and obtaining the appropriate and relevant data are very important for the researchers who use those data for the research effectively. The validity and reliability of the test were strongly needed to find out whether the questionnaire is appropriate to be the research instrument or not. About 30 questionnaires were distributed to the population to become the initial samples for the validity and reliability of the tests. The measurement of the validity test was using Product Moment technique, while for the reliability test was using Alpha Cronbach technique. Those techniques results can explain whether the questionnaire is valid or not and/or reliable or not. If the results are valid and reliable, the questionnaire is appropriate as a data gatherer tool and it is ready to

Multiple Correlation Analysis

Zikmund (1997:630) said that the outputs of Multiple Correlation Analysis is Multiple Coefficient of Determination (\mathbb{R}^2) which measures of the overall explanatory power which identifies the degree of correlation and also the effect of the overall independent variables (X) altogether to dependent variables (Y).

<u>F – Test</u>

This test is to find out the relationship of significance of the F value which represents whether or not the values and equation are trusted. This test answers the first hypothesis which is to observe whether there are any strong significant influences between the service determinant (X_1-X_5) toward the customers' satisfaction.

First, setting the hypotheses of the regression line as follows:

- □ Ho: b₁= b₂ = b₃ =....= b₅ = 0 → There is no significant relationship between Y and at least one of the independent variable (b₁-b₅) and that the regression equation as a whole is not significant.
- □ Ha : one or more of the b is not equal to zero → There is a significant relationship between Y and at least one of the independent variable (b₁-b₅) and that the regression equation as a whole is significant.

Then, the formula for this test is

$$F = MSR$$

MSF

Where MSR represents the mean square resulting from regression and MSE represents the mean square resulting from sampling error.

tangibility). There are three questions given on each determinant and each of them represents the independent variables (X_1-X_5) of the service determinants and its attribute levels. Hence, the total number of the questions on the second part are 15 questions. A 1 to 5 Likert scale is used to give the price of each of the questions. The descriptions of the scale are: "1" means "strongly disagree", "2" means "disagree", "3" means "neutral", "4" means "agree" and "5" indicates "strongly agree".

In the third part, there are 5 question statements which represent the satisfaction level of the respondents. These questions are used as the dependent variable (Y). All the questions cover the service determinant. A 1-5 Likert scale is also used and the scales and prices are the same as the questions in the second part.

Table 4.1. The Description of the Questionnaire Statements Representing the Variables Used in this Research.

Variables	Statements Represent Variables			
Reliability (X1)	Third Part statements no. $1 - 3$			
Responsiveness (X ₂)	Third Part statements no. 4 - 6			
Assurance (X ₃)	Third Part statements no. 7 - 9			
Empathy (X ₄)	Third Part statements no. 10 -12			
Tangibility (X5)	Third Part statements no. 13 - 15			
Customers' satisfaction (Y)	Fourth Part statements no. $1-5$			

mostly students (65% of the whole sample, table 4.9), due to the fact that female students are socially not allowed to come home late at night.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 year	24	24,0	24,0	24,0
	21-25 year	61	61,0	61,0	85,0
	26-30 year	12	12,0	12,0	97,0
	30-35 year	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Table 4.7. Data on the Respondents: Age

Source: Primary Data Calculation

The respondents' age was mostly between 21 to 25 years old (61 sample or 61% of the sample) followed by the age of 15 to 20 years (24 sample or 24% of the sample). Meanwhile, the samples whose age between 26 to 30 were 12 (12%) and the rest 3 % (3 samples) representing the samples whose age was between 30 to 35 years old.

	14	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rp. 200.000	4	4,0	4,0	4,0
	Rp. 200.000 - Rp. 399.000	16	16,0	16,0	20,0
	Rp. 400.000 - Rp. 699.000	34	34,0	34,0	54,0
	Rp. 700.000 - Rp. 999.000	22	22,0	22,0	76,0
	More than Rp. 1.000.000 Total	24 100	24,0 100,0	24,0 100,0	100,0

Table 4.8. Data on the Respondents: Income

Source: Primary Data Calculation

Those coefficients values above indicate the pattern of the relationship between these independent variables and dependent variables. Referring to the Multiple Linier Regression equation in the previous chapter, the equation is:

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

Where:

Y = customer satisfaction



Thus, those coefficient variables in the table was then putted into the equation above, so that the Multiple Linier Regression equation is:

 $Y = 0.526 + 0.133X_1 + 0.142X_2 + 0.365X_3 + 0.144X_4 + 0.052X_5$

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

a. Constant $(b_0) = 0.526$

It is the constant value when the information about the other independent variables (reliability, responsiveness, assurance, empathy, tangibility) are equal to zero or none. There is a value of **0.526** for

f. Coefficient variable of X_5 (b₅) = 0.052

It means that there is the same direction between the variable X_5 (the service determinants of tangibility) to the Y (customers' satisfaction). Thus, if the tangibility of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

4.3.2.2. First Hypothesis

The first hypothesis in this research is "there is a strong influence between the overall service determinant (*Reliability, Responsiveness, Assurance, Empathy, Tangibility*) toward customers' satisfaction". This hypothesis has two objectives. The first is to find out the significance of the Multiple Linier Regression equation and the coefficients of the variables which indicating the relationship or influence. The second is to determine the power of the relationship or, in other word, the influence power of the overall service determinant altogether and each/partially determinant to the customer satisfaction. Thus, to achieve these objectives, it needs some calculation based on the data acquired in order to decide the answers of the hypothesis.

The first method of calculation used is by using Multiple Correlation Analysis to find the value of Multiple Correlation Coefficient (R) and then followed by Multiple Coefficient of Determination (R^2). After that, the coefficient is tested its significance of the model or its overall explanatory power (R^2) significance by using F-test. customers' satisfaction also increases positively and the other way around.

The variable of X_4 represents the empathy of the barista to the customer. By giving more attention to the customer and creating individual attention, creating a close warm communication with customer and increasing sociability toward customer, so that they feel important and needed, it will increase the customers' satisfaction.

e. Coefficient variable of X_5 (b₅) = 0.052

It means that there is the same direction between the variable X_5 (service determinants of tangibility) to the Y (customers' satisfaction). Thus, if the tangibility of Kedai Kopi increases, the customers' satisfaction also increases positively and the other way around.

The variable X_5 is represents tangibility. It means that it also represents the service physically. The customer need to have work-well devices of hot spot and TV, ready-to-use equipment and other physical evidence that represent the image of the service of which they will use to evaluate quality, particularly new customer. Kedai Kopi must keep or maintain those tangible aspects because the improvements of this aspect will affect positively to customers' satisfaction. influencing power of the independent variables (service determinants) to the dependent variable (customers' satisfaction) is considered significant.

All the variables of service determinants (independent variables) represented by R^2 result are considered significant or the overall service determinants can significantly affect the customers' satisfaction (dependent variable) altogether. Nevertheless, the partial significance test (t-test) indicates that not all t-values of the independent variables are considered significant or not all of the service determinants have significant influences to the customers' satisfaction when other service determinants 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. It means that the service determinants do not simultaneously affects customers' satisfaction. Based on the R² value and the t-test results, the first hypothesis of the thesis is rejected.

3. The Most Dominant Influence of The Service Determinants to The Customers' Satisfaction.

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 linier regression result and then in order to get appropriate results. There are some points considered as the research limitations. Those points are:

- a. This research has limited references since the theme of this research emphasizes the role of the service determinant to the customers' satisfaction on food and beverage industry.
- b. The exact number of population is difficult to determine and it affects to the exact samples. As a result, the writer found it difficult to determine the proportion of the customers who would be selected as respondents based on their visitation at Kedai Kopi. Therefore, the questionnaires were distributed to the customers who have specifications: who have been to Kedai Kopi more than one time; and those at the age between 17 to 35 years old were also difficult to fulfill.
- c. Some respondents were difficult to fulfill the questionnaire because the did not have clear understanding of what being questioned. Even though the writer has putted definition of terms into the questionnaire, the respondents still need assistance to fulfill the questionnaire.
- d. Some respondents who are categorized as loyal customers (advocate customer) might fulfill the questionnaire irrationally since they were already known well with baristas. It might lead a bias on their answers.
- e. The writer has difficulty to adjust and fit the questions of service determinants into questionnaire that is proper/suitable to Kedai Kopi.
 Some of questions have to be explained verbally to the respondents.

estimation and there is a significant influence of the overall independent variables (service determinants) to the dependent variable (customers' satisfaction).

The result of t-value significance test indicates that not all of the t-values of independent variables are considered significant. Assurance is the only significant variable. This means that the t-value or partial coefficient, which indicates the individual influence of each variable, cannot significantly affect the dependent variable simultaneously since there are independent variables (service determinants) which are considered insignificant influences the dependent variable (customers' satisfaction).

b. The service determinant which dominantly affects the customers' satisfaction is Assurance. It is shown from the Multiple Linier Regression Coefficient result which shows that the assurance coefficient value is the greatest values among other variables' values (0.365). Then, the t-value of Assurance coefficient also has the greatest value among the other variables of t-values (3.220).

respondents, toilet is necessary as part of the service, especially for female customers.

e. Kedai Kopi should conduct satisfaction research periodically to have clear understanding of customers' condition and it changes. It is important because market will always be changing, this kind of research will help Kedai Kopi to follow those changes. The next step of customers' satisfaction is customer loyalty and it can be achieved by customer retention program. Membership, discounts, surprises, and other customers' loyalty programs should be done by Kedai



Kotler, Philip, (1991), Principles of Marketing, 5th ed, , USA, Prentice Hall

- Kertajaya, Hermawan, (2002), Markplus on Strategy: 12 tahun perjalanan Markplus&co. Membangun Strategi Perusahaan, Jakarta: Gramedia Pustaka Utama.
- Leonard L.Berry and A.Parasuraman, (1991), Marketing Services: Competing Through Quality, New York, Free Press
- Malhotra, Naresh K. (1993). <u>Marketing Research: An Applied Orientation</u>. New Jersey: Prentice-Hall Inc.
- Patricia Sellers, (1988), How to Handle Customers' Gripes, Fortune, October 24,USA.
- Sellers, Patricia, October 24, 1988, How to handle customers' gripes, USA, Fortune Magazine.
- Schiffman, Leon G. and Leslie Lazar Kanuk. (2000). <u>Consumer Behavior 7Th</u> <u>Edition.</u> New Jersey. Prentice-Hall.

Teammates Coffee Indonesia, (2004), Business Plan.

- Wibisono, Dermawan, (2003), Riset Bisnis:Panduan Bagi Praktisi dan Akademisi, Jakarta: Gramedia Pustaka Utama.
- Zeithaml, Valarie A and Bitner, Mary Jo, (2000), Service Marketing: Integrating Customer Focus Across The Firm, 2nd ed, USA: McGraw-Hill Companies.
- Zikmund, William G, (1997), Business Research Method, USA: The Dryden Press.