



ANALYSIS OF CUSTOMER SATISFACTION SOPO GORGA CAFE AND RESTAURANT PEMATANGSIANTAR

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Abstract. *This study aims to analyze customer satisfaction of Sopo Gorga Cafe and Resto Pematangsiantar. Research method with survey, data collection through interviews and questionnaires. The unit of analysis in this study was 42 customers as a sample. Data were analyzed with qualitative analysis. The results showed that customers were satisfied but not optimal, with the highest dimension on price, and the lowest dimension on product quality. To optimize customer satisfaction, it can be done by adding unique and interesting garnishes or toppings to the food or beverage products served.*

Keywords: *analysis, satisfaction, and customers.*

Abstrak. Penelitian ini bertujuan menganalisis kepuasan pelanggan Sopo Gorga Cafe dan Resto Pematangsiantar. Metode penelitian dengan survei, pengumpulan data melalui wawancara dan kuesioner. Unit analisis pada penelitian ini adalah 42 orang pelanggan sebagai sampel. Data dianalisis dengan analisis kualitatif. Hasil penelitian menunjukkan bahwa pelanggan sudah puas namun belum optimal, dengan dimensi tertinggi pada harga, serta dimensi terendah pada kualitas produk. Untuk mengoptimalkan kepuasan pelanggan dapat dilakukan dengan menambah *garnish* atau *topping* yang unik dan menarik pada produk makanan atau minuman yang disajikan.

Kata Kunci: analisis, kepuasan, dan pelanggan.

INTRODUCTION

Service business competition, especially culinary services, is increasingly complex at this time. Business actors will try to attract the attention of consumers to come shopping or consume the products they offer. Consumers who are satisfied with the product will make repeat purchases and become loyal customers. Various efforts are made to create and maintain customer satisfaction. Satisfied customers will make a positive contribution to the business. Customer satisfaction will create customer loyalty which will have an impact on business existence and development. (Bahrudin and Zuhro, 2015; Wicaksono, Darmawan and Rosyadi, 2023).

Cafe and Resto Sopo Gorga Pematangsiantar is one of the businesses that offers food and drinks that always innovates with the aim of creating customer satisfaction. Customer satisfaction will also encourage consumer repurchase interest. This is supported by research (Imran, 2018) which shows that customer satisfaction has a positive and significant effect on consumer repurchase interest.

Measuring customer satisfaction can be done by using measurements through the following dimensions: product quality, service quality, emotional factors, price and cost. (Tjiptono, 2016; Indrasari, 2019). Each dimension will be used to describe the conditions or phenomena that occur at Cafe and Resto Sopo Gorga Pematangsiantar.

Based on the results of observations made at Cafe and Resto Sopo Gorga Pematangsiantar, it is obtained that the phenomenon of problems in customer satisfaction is not optimal. Judging from the dimension of product quality, it is marked that the appearance of the product is less attractive, especially the toppings or food garnishes served. Also with the dimension of service quality, due to the lack of service knowledge in marketing these products so that consumers do not know the products of the cafe itself. Likewise, the product price dimension is also not optimal, because the price of the product offered is quite expensive when compared to the taste provided or the price offered at similar cafes and restaurants.

The results showed that customer satisfaction is important to pay attention to from various marketing mix perspectives, so that the level of customer satisfaction is known to fulfill customer desires so that customers can be satisfied. (Yuliantari and Widayati, 2019). Likewise, research from which shows the importance of customer satisfaction to determine determine the criteria that prioritize service improvement (Devani and Rizko, 2016).

THEORETICAL FOUNDATION

Definition of Consumer Satisfaction

Basically, consumers will not stop at the consumption process, but after that consumers will evaluate the products or services they use. The results of the evaluation carried out after consuming a product or service will determine whether the consumer is satisfied or not.

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (or results) (Phillip Kotler and Keller, 2016). Consumer satisfaction is the level of satisfaction that consumers get when comparing the performance of a service or goods purchased with previous expectations (Tjiptono, 2016).

From this definition, it can be seen that consumer satisfaction will arise after comparing expectations with the reality of consumption or performance of a product or service.

How to Measure Customer Satisfaction

Measuring the level of customer satisfaction is an important result of providing good service, therefore the use of customer satisfaction can be used to measure the effectiveness and efficiency of services that are not visible.

According to (Philip Kotler and Keller, 2016) there are several ways to measure how satisfied the consumers we serve are:

1. Complaint and suggestion system

Every consumer-oriented organization needs to provide opportunities and easy and convenient access for its consumers to convey suggestions, criticisms, opinions, and complaints. The media used can be in the form of suggestion boxes placed in strategic locations (which are easily accessible or often passed by customers), comment cards (which can be filled in directly or sent via post to the company), toll-free special telephone lines, web pages, and others.

2. *Ghost Shopping*

One way to get a picture of customer satisfaction is to hire several ghost shoppers to act or pretend to be potential customers of the company's products and competitors. They are asked to interact with service provider staff and use the company's products or services.

3. *Lost Customer Analysis*

The company contacts consumers who have stopped buying or who have switched suppliers in order to understand why this happened and in order to take further improvement or improvement policies.

4. Survei kepuasan konsumen

Most customer satisfaction research is conducted using survey methods, whether surveys by post, telephone, email, web pages, or direct interviews. Through surveys the company will get feedback and ignore directly from consumers and also give a positive impression that the company pays attention to its customers.

According to (Sudaryono, 2016) stated that there are several methods of measuring customer satisfaction, namely: 1. Ask consumers directly about their level of satisfaction. 2. Asking respondents to write down their problems with certain offers. 3. Hiring Ghost shoppers to do Ghost shopping.

The description above can be seen that measuring customer satisfaction can be done by means of complaints and suggestions facilities provided at the place of business, taking care of ghost shoppers, calculating the number of lost consumers, conducting customer satisfaction surveys by asking consumers directly, or asking consumers to write down problems encountered when shopping.

Dimensions of Consumer Satisfaction Measurement

To be able to create satisfaction for consumers, it must first be understood what are the dimensions that can cause a sense of satisfaction in consumers. Where consumer satisfaction can be created if the services or goods provided to consumers can meet their expectations.

According to (Tjiptono, 2016) states that the dimensions of customer satisfaction consist of:

1. Product

Good product services that meet consumer tastes and expectations. Products can create customer satisfaction. The basis for assessing product services includes: type of product, quality or quality of product and product supply.

2. Price

Price is an inherent part of the product that reflects how much quality the product is. The basis for assessing prices includes the price level and suitability for the selling value of the product, the variety or choice of prices for the product.

3. Promotion

Promotion is related to information about the company's products and services in an effort to communicate the benefits of these products and services to target consumers.

4. Employee Service

Employee service is a service provided by employees in an effort to meet the needs and desires of consumers in an effort to satisfy consumers. The basis for assessing this employee service includes politeness, friendliness, speed and accuracy.

5. Atmosphere

The atmosphere is a supporting factor, because if the business impresses consumers, they get their own satisfaction..

Likewise, according to the factors that affect customer satisfaction, among others (Indrasari, 2019):

1. Product Quality, where consumers are created when the products they use are of high quality.
2. Service Quality. For the service industry. Consumers will feel satisfied if they get good service or in accordance with what is expected.
3. Emotional Factors. Consumers will feel proud and gain confidence that others will admire them when using certain product brands that tend to have a higher level of satisfaction. The satisfaction obtained is not due to the quality of the product but the social value that makes consumers satisfied with certain brands.
4. Price. Products that have the same quality but set a relatively low price will provide higher value to consumers.
5. Cost. Consumers who do not need to pay additional costs or do not need to waste time to get a service product tend to be satisfied with the product or service.

The factors that affect customer satisfaction can be used as dimensions of measurement of customer satisfaction. This dimension can consist of: product, price, promotion, service, atmosphere, emotional factors, and cost.

METHODS

This research was conducted with library and field research. The sample consisted of 42 customers. Data collection methods with surveys. The type used qualitative data sourced from primary data through unstructured interviews and questionnaires with Likert scale assessments, as well as secondary data sources in the form of related documents. Data analysis with qualitative descriptive analysis (Sugiyono, 2017).

RESULTS AND DISCUSSION

Results

Measurement of customer answers regarding their satisfaction with the cafe, qualitatively using a Likert scale on a scale of 5 using intervals with the following formula:

$$\text{Class Interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}} \text{ (Sugiyono, 2017)}$$

Where:

Highest Score = 5

Lowest Score = 1

Number of Classes = 5

$$\begin{aligned} \text{Then, Class Interval} &= \frac{\text{Highest Value}-\text{Lowest Value}}{\text{Number of Classes}} \\ &= \frac{5-1}{5} = \frac{4}{5} = 0,8 \end{aligned}$$

Based on the formula above, the class interval = 0.8 is obtained, so that the provisions apply with the following results:

Table 1. Customer Answer Categories

Interval	Customer Satisfaction
4,21–5,00	Very Satisfied
3,41–4,20	Satisfied
2,61–3,40	Moderately Satisfied
1,81–2,60	Not Satisfied
1,00–1,80	Very Dissatisfied

Source: data processing (2024)

Measurement of customer satisfaction using the dimensions of product quality, service quality, emotional factors, price and cost (Tjiptono, 2016; Indrasari, 2019). The table below shows the results of the analysis of the tabulated customer answers, namely:

Table 2. Tabulation of Average Respondents' Answers for Each Dimension

No.	Dimensions and Indicators	Average Score	Criteria
1	Product Quality: Taste, presentation, and hygiene.	3,45	Satisfied
2	Service Quality: Reliability, assurance, physical evidence, empathy, responsiveness.	3,83	Satisfied
3	Emotional Factors: Friendliness, employee recall of customers, and closing greetings.	3,63	Satisfied
4	Price: Price compatibility with quality, price comparison with competitors, and price discounts.	3,89	Satisfied
5	Cost: Parking fees, toilet fees, and online order fees.	3,73	Satisfied
Overall Average		3,71	Satisfied

Source: data processing (2024)

Jika diurutkan dengan tingkat kepuasan tertinggi pada terendah dari pengukuran kepuasan pelanggan diperoleh data pada table berikut ini:

Tabel 3 Urutan Tingkat Kepuasan Pelanggan

No.	Dimensions and Indicators	Average Score	Criteria
1	Price: Price compatibility with quality, price comparison with competitors, and price discounts.	3,89	Satisfied
2	Service Quality: Reliability, assurance, physical evidence, empathy, responsiveness.	3,83	Satisfied
3	Cost: Parking fees, toilet fees, and online order fees pesanan online.	3,73	Satisfied
4	Emotional Factors: Friendliness, employee recall of customers, and closing greetings.	3,63	Satisfied
5	Product Quality: Taste, presentation, and hygiene.	3,45	Satisfied
Overall Average		3,71	Satisfied

Source: data processing (2024)

From tables 2 and 3 above, it is known that the measurement of customer satisfaction in the overall average dimension is satisfied with an average value of 3.71. The highest dimension of customer satisfaction is in the price dimension with an average value of 3.89 in the satisfied category. The lowest dimension of customer satisfaction is in the product quality dimension with a value of 3.45 also in the satisfied category.

If you analyze the measurement of customer satisfaction according to the highest to lowest level of satisfaction, for each indicator measured, it can be explained in the following table:

Table 4 Tabulation of Respondents' Answers per Indicator on the Price Dimension

No.	Indicators	Average Score	Criteria
1	Price compatibility with quality	3,90	Satisfied
2	Price comparison with competitors	3,62	Satisfied
3	Price discount.	4,14	Satisfied

Source: data processing (2024)

From table 4 above, it is known that the indicator of price compatibility with product quality is satisfied, due to the perception of customers that the price paid is commensurate with the taste of the product they enjoy. Indicators of price comparison with competitors that have been felt by consumers are satisfied, this is indicated for certain menus that are comparable to competitors and even more affordable. Indicators of available discounts are satisfied, this is because consumers generally understand the lack of discounts for cafe and restaurant businesses, but under certain conditions (for example ordering in large quantities for certain events as well as booking many places) discounts are given in a certain amount..

Tabel 5 Tabulasi Jawaban Responden per Indikator Pada Dimensi Kualitas Pelayanan

No.	Indicators	Average Score	Criteria
1	Keandalan	3,68	Satisfied
2	Jaminan	3,90	Satisfied

3	Bukti fisik	3,87	Satisfied
4	Empati	3,70	Satisfied
5	Daya tanggap	4,04	Satisfied

Source: data processing (2024)

Dari tabel 5 di atas diketahui bahwa indikator keandalan sudah puas disebabkan rata-rata karyawan sudah bekerja di atas 1 tahun dan adanya *briefing* karyawan sebelum operasi cafe setiap hari. Indikator jaminan sudah puas dikarenakan pelanggan tidak menunggu terlalu lama untuk penyelesaian pesannya. Bukti fisik juga sudah puas disebabkan fasilitas cafe menarik dan teratur demikian juga dengan penampilan karyawan. Indikator empati sudah puas disebabkan kepekaan karyawan ketika ada pelanggan mencari informasi dan penguasaan karyawan terhadap komposisi menu. Demikian juga dengan daya tanggap sudah puas disebabkan kecepatan karyawananggapi keluhan pelanggan.

Tabel 6 Tabulasi Jawaban Responden per Indikator Pada Dimensi Biaya

No.	Indicators	Average Score	Criteria
1	Parking fee	3,38	Satisfied
2	Restroom fee	3,81	Satisfied
3	Online order fee	4,00	Satisfied

Source: data processing (2024)

From table 6 above, it is known that the indicator of the cost of parking services is satisfied, this is because there is no vehicle parking fee charged by cafes and restaurants or local residents. Likewise, the cost of toilet services is satisfied, this is also due to the absence of fees for toilets charged by cafes and restaurants, while the toilets are clean and well maintained. Then the experience indicator when ordering products online is satisfied, because there are no additional costs when ordering products or booking places online via WA (082366067314) or Instagram (sopo.gorga), except for shipping costs borne by consumers, which can be ordered by customers or the cafe and restaurant..

Table 7 Tabulation of Respondents' Answers per Indicator on the Emotional Factor Dimension

No.	Indicators	Average Score	Criteria
1	Friendliness	3,76	Satisfied
2	Employee recall of customers	3,24	Satisfied
3	Closing greeting	3,88	Satisfied

Source: data processing (2024)

From table 7 above, it is known that the indicator of employee friendliness is satisfied, this can be seen from the willingness of employees to give smiles, greetings, and greetings when interacting with visiting consumers. The indicator of employee memory for consumers is quite satisfied, this is shown by several employees who do not immediately mention the names of consumers or the names of cosnumen children when they come to cafes and restaurants. Likewise, the indicator of employee closing greetings is satisfied, this is because employees always re-read the order menu before leaving the consumer, and give a closing greeting to be willing to wait and thank you.

Table 8 Tabulation of Respondents' Answers per Indicator on the Product Quality Dimension

No.	Indicators	Average Score	Criteria
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1	Taste	3,69	Satisfied
2	Appearance of the dish	3,00	Moderately Satisfied
3	Hygiene	3,67	Satisfied

Source: data processing (2024)

From table 8 above, it is known that the indicators of the taste of the products served are satisfied, this is because the chefs owned by cafes and restaurants have expertise in cooking and baristas. The indicator of the appearance of the product presented is quite satisfied, this can be seen from the presentation of the product provided that is not attractively organized. The indicator of the level of hygiene of the products served is satisfied, this is shown by the orderly and open kitchen so that consumers can see if they pass by, as well as the commitment to cook food thoroughly by the chef.

Discussion

Customer satisfaction is the level of satisfaction that consumers get when comparing the performance of a service or item purchased with previous expectations. Thus, customer satisfaction at Sopo Gorga Cafe and Resto Pematangsiantar is seen as a whole from the measurement dimensions that are satisfied. However, there are still dimensions of customer satisfaction that are below the overall average value of 3.71. So that indicators from dimensions that are below average still need to be optimized.

For the dimension of emotional factors with an average value of 3.63, this is a concern for the indicator of employee recall of customers. This can be optimized by creating a community of consumers who have come repeatedly, or offering membership facilities for customers.

Likewise with the product quality dimension with an average score of 3.45, with attention to the indicators of taste, appearance of the dish, and hygiene. Taste can be optimized by encouraging chefs and baristas to remain willing to learn or upgrade knowledge independently or facilitated by cafe management. The appearance of the product is improved by adding unique and attractive garnishes or toppings to the food or beverage products served. Likewise, the hygiene of the product when it is finished being prepared is immediately delivered to the customer without waiting for another order, if it has to wait so that a cover is made, also paying attention to the cleanliness of the kitchen, the equipment used, and the cafe environment.

When viewed from the order of the level of satisfaction, the most satisfying measurement of customer satisfaction starts from the price dimension because customers will compare the price of the product offered with the perceived performance. Customers at the cafe already feel that the price given is commensurate with the performance they receive.

Then the dimension in second place is the quality of service provided that is felt good by customers. Where the quality of service cannot be separated from a cafe. Comparable prices if not supported by quality service will reduce customer satisfaction.

The third order of customer satisfaction is cost. Additional costs incurred by customers to get services are also a consideration for customers when choosing a cafe. However, the additional costs at the cafe are not significant, so they can encourage customer satisfaction.

The emotion factor dimension is in the second lowest order of measuring customer satisfaction. For customers, this dimension is only a supporting service, because the purpose of visiting a cafe is generally to eat and enjoy the atmosphere of the cafe.

The lowest dimension of customer satisfaction is product quality. This dimension is one of the important factors of customer satisfaction. However, customers see that the quality

of the products offered in terms of taste has not shown something very different from other cafes, as well as the appearance of the food served which seems not luxurious, as well as the hygiene factor because of the location around the rice fields.

From the various dimensions of measuring customer satisfaction and the various efforts made, customer satisfaction can also still be optimized by paying attention to the atmosphere provided (Priansa, 2017). Also measure customer satisfaction by providing complaints and suggestions facilities provided at the place of business, organizing ghost shoppers, counting the number of lost customers, conducting customer satisfaction surveys by asking consumers directly, or asking consumers to write down problems encountered when shopping (Phillip Kotler and Keller, 2016; Sudaryono, 2016).

CONCLUSIONS AND SUGGESTIONS

Conclusions

Customer satisfaction is satisfied but not optimal. The highest dimension is price, and the lowest dimension is product quality.

Suggestions

Customer satisfaction can be increased by adding unique and attractive garnishes or toppings to the food or beverage products served.

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