

Analysis of Customer Satisfaction Based on Product Quality at Segitiga Bermuda Coffee and Eatery Pamulang

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ABSTRACT

This research is motivated by the phenomenon of significant growth in coffee shop businesses that compete with each other to reach consumers. Therefore, it is necessary to formulate an appropriate strategy to survive in attracting market share. The purposes of this research is to: (1) identify the strategies used by companies in determining product quality to create consumer satisfaction, (2) to find out attributes that customers consider important to achieve customer satisfaction of the quality product, (3) to find out strategies for developing consumer satisfaction at Segitiga Bermuda Coffee and Eatery Pamulang. The type of this research is Descriptive Qualitative method. Researchers conducted in depth interviews with Segitiga Bermuda Customers, Observation, and Study Literatur. The data analysis technique used is SWOT analysis to be able to express the company's internal and external conditions as well as evaluate in order to develop product quality in order to create consumer satisfaction. The result of research conducted based on data analysis show that consumers have received what they expected from product quality. However, at certain periods the company must carry out monitoring again through surveys because consumers satisfaction with the product must be observed or analyzed regularly during the specified period.

INTRODUCTION

The growth of industry and business is growing rapidly in line with the development of human civilization which refers to economic, political, social and cultural networks. In particular, the food and beverage business industry which has grown quite significantly is the coffee shop business. Coffee is a plantation crop that has been cultivated for a long time. In general, coffee is produced throughout Indonesia. The largest coffee producer in Indonesia is spread across the provinces of South Sumatra, Lampung, Aceh, North Sumatra and East Java with a plantation area of 1,235,798 Ha (Central Statistics Agency, 2020). Based on data on the Indonesian information portal, Indonesia is the 3rd largest coffee producing country, Indonesian coffee production has tended to increase in the last five years. Indonesia's coffee production will reach 794.8 thousand tons in 2022, an increase of around 1.1% compared to the previous year (year-on-year/yoy). Over the last few years, the highest amount of coffee production in Indonesia was in 2021. Meanwhile, the lowest coffee production was in 2017 at 716.10 thousand tons, in 2018 it was 756 thousand tons. Then, in 2019 and 2020 respectively it also increased by 752.5 thousand tons and 762.4 thousand tons. In 2021, it will increase again by 786.2 thousand tons (Central Statistics Agency (2023). Seeing the abundance of natural resources spread across Indonesia, this has led to the emergence of many entrepreneurs who are interested in expanding in this business.

Triangle Bermuda Coffee and Eatery is a coffee shop currently located in Pamulang, South Tangerang, offering products, namely various types of coffee drinks and their derivatives. Residents around Tang-Sel must have recognized this unique place, because its eye-catching buildings look very attractive as a place to hang out. Successfully attracted the attention of consumers. Due to the phenomenon of mushrooming coffee shops around Pamulang, the Bermuda Triangle is experiencing tight competition in retaining loyal consumers. Therefore, the author is interested in researching this phenomenon and wants to know how the Bermuda Triangle can maintain a strategy related to product quality to create consumer satisfaction.

Problem Formulation

Based on the description that has been presented in the background, the researcher formulates the problem to be studied as follows:

- a. What is the product quality at Bermuda Triangle Coffee and Eatery Pamulang?
- b. How does product quality meet consumer satisfaction at Bermuda Triangle Coffee and Eatery Pamulang?
- c. How is Consumer Satisfaction developed in terms of Product Quality?

Research Purposes

1. To find out the conditions regarding Product Quality in terms of complete attributes at the Bermuda Triangle Coffee and Eatery Pamulang.
2. To find out the results of consumer satisfaction with product quality at the Bermuda Triangle Coffee and Eatery Pamulang.

3. To find out the strategy for developing Consumer Satisfaction at the Bermuda Triangle Coffee and Eatery Pamulang.

LITERATURE REVIEW

Management

Ricky W. Griffin in Meithiana & Ansory (2019:2), identifies "Management as a process of planning, organizing, coordinating and controlling resources to achieve targets effectively and efficiently. Effective means that goals can be achieved according to planning, while efficient means that existing tasks are carried out correctly, organized and according to schedule. Meanwhile, according to Stoner in Maryati & Ida Masriani (2024:2), management is defined as a process of planning, organizing, directing and supervising the efforts of organizational members and the use of other organizational resources in order to achieve predetermined organizational goals.

Marketing Management

Marketing according to Kotler (2017) in Irawan (2023:4) is a social process in which individuals and groups get what they need and want by creating, offering and freely exchanging valuable products with other parties. Marketing is generally associated with sales performance, efforts to acquire or retain customers. Kotler and Armstrong in Bagaskara & Kana (2021:38), state that marketing is a stage for companies in forming a value for consumers and creating good relationships with consumers, with the aim that consumers provide value in return for the company.

Product Quality

According to Mc Charty and Perreault in Herwati & Mulyani (2016: 467) stated that, "Products are the results of production which will be thrown to consumers to be distributed and used by consumers to meet their needs". A product is anything that a producer can offer for attention, request, search, purchase, use or consumption by the market to fulfill the needs or desires of the relevant market. According to Assauri (2015) in Veta Lidya Delimah Pasaribu (2022:40) Product Quality is the level of ability of a particular brand or product to carry out the expected function.

Product Quality Indicators

According to Kotler and Armstrong (2018) in Shufilaksana & Deri Firmansyah (2023:49), the indicators of product quality are:

- a. Performance, which is related to the functional aspects of the product and is an important characteristic that customers consider when they want to buy a product.
- b. Durability, which is a measure of the service life of a product, is related to the product's durability.
- c. Specialties (features), which is the second aspect of performance that adds to the basic function related to choices with their development.

- d. Reliability, which is related to the possibility of a product carrying out its function successfully within a certain period of time under certain conditions.
- e. Aesthetics, namely the product's appeal to the five senses, such as physical form, color and so on.
- f. The impression of quality (perceived quality) is the company's responsibility for the products consumed.

Consumer Satisfaction

According to Pramesti & Waluyo (2020) in Oktaviani & Hernawan (2022:3), consumer satisfaction is the degree of feeling a person has after comparing product performance or perceived results with what was expected. Then according to Kotler & Keller, in Ibrahim & Thawil (2019: 177), satisfaction is an expression of a person's feelings of happiness or disappointment that arise from comparing the results of a product's performance with the expectations that are believed to be.

Consumer Satisfaction Factor

In determining consumer satisfaction, there are five factors that companies must pay attention to (Lupyoadi, in Lumintang & Rotinsolu 2015: 1293), including:

- a. Product quality, namely customers will feel satisfied if their results show that the product, they use is quality.
- b. Quality of service or services, namely customers will feel satisfied if they receive good service or as expected.
- c. Emotions, namely customers will feel proud and gain confidence that other people will admire them if they use products from certain brands which tend to have a higher level of satisfaction. The satisfaction obtained is not due to the quality of the product but social factors that make customers feel satisfied with a particular brand.
- d. Price, namely products that have the same quality but set a relatively cheap price will provide higher value to customers.
- e. Cost, namely customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

Consumer Satisfaction Indicators

Hawkins and Lonney in Kasinem (2021:331) customer satisfaction indicators consist of:

- a. *Conformity to Expectations, is the level of conformity between product performance expected by customers and that perceived by customers, including:*
 - 1. The product obtained meets or exceeds expectations.
 - 2. The service provided by employees is in line with or exceeds expectations.
 - 3. The supporting facilities obtained are in line with or exceed expectations.
- b. *Interest in Returning, this is the customer's willingness to visit again or repurchase related products, including:*
 - 1. Interested in visiting again because the service provided by the employees is satisfactory.

2. Interested in visiting again because of the value and benefits obtained after consuming the product.

3. Interested in visiting again because of the supporting facilities provided adequate.

c. *Willingness to Recommend* Is a customer's willingness to recommend products they have experienced to friends or family, including:

1. Recommend friends or relatives to buy the products offered because of the satisfactory service.

2. Advise friends or relatives to buy the products offered because the supporting facilities provided are adequate.

3. Advise friends or relatives to buy the product offered because of the value or benefits obtained after consuming a service product.

Framework of Thinking

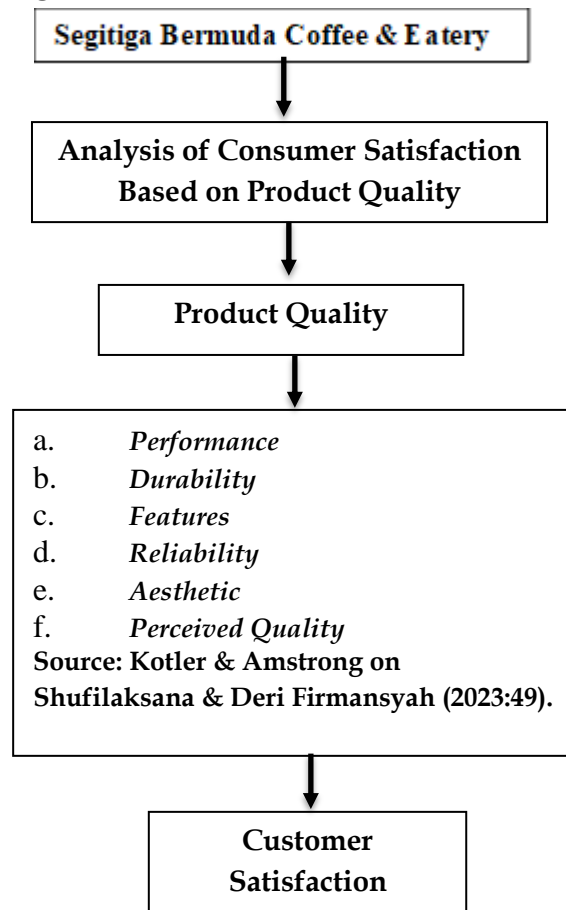


Figure 1. Framework of Thinking

METHODOLOGY

The research method used by researchers in this research is a qualitative approach with descriptive methods. The research method used is a qualitative method. According to Sugiyono (2007) in Ditha Prasanti (2018:16), qualitative research methods are research used to examine natural objects where the researcher is the key instrument. Apart from that, it uses data collection

techniques with triangulation (combination), inductive or qualitative analysis and emphasizes the meaning of generalization.

Data Source

The data source in this research uses Primary Data, according to Sugiyono (2016: 138), "Primary data is a data source that directly provides data to data collectors" and also secondary data obtained directly through books, journals, websites and lecture materials. accepted.

Data Collection Technique

Data collection techniques were carried out by conducting interviews, observation, documentation and literature studies, which were used to complete accurate data. In this research the author interviewed 5 informants, consisting of Bermuda Triangle Managers, Baristas and Consumers. Observations were carried out by observing and visiting the location of the research object and paying attention to the way Bermuda employees made products, served menus, and saw the enthusiasm of consumers who came. Documentation in the form of pictures, photos and notes obtained from the Bermuda Coffee Triangle. The literature study in this research was obtained from journal references, books and scientific literature related to research variables.

Data Analysis Technique

SWOT Analysis

According to Rangkuti in Rahmayati (2015:62), SWOT is an abbreviation for the internal environment Strengths and Weaknesses as well as the external environment Opportunities and Threats faced by the business world. SWOT analysis compares external factors Opportunities and Threats with internal factors strengths and weaknesses.

SWOT Matrix

According to Rangkuti (2014), strategic considerations are a combination of four factors, namely:

a. SO Strategy (Strength-Opportunity)

This strategy uses the company's internal strengths to seize opportunities that exist outside the company.

b. WO (Weakness-Opportunity) Strategy

This strategy aims to minimize the company's internal weaknesses by exploiting external opportunities.

c. ST Strategy (strength-threat)

Through this strategy the company tries to avoid or reduce the impact of external threats.

d. WT (weakness-threat) strategy

This strategy is a defensive tactic by reducing internal weaknesses and avoiding threats.

RESEARCH RESULT

Based on interviews and observations that have been carried out, the author can explain that the product quality at Triangle Bermuda Coffee and Eatery Pamulang is complete with its attributes, which are conveyed through the manager of Triangle Bermuda Coffee, namely that in the management of raw materials, namely the coffee beans used have been selected and determined using coffee beans from West Sumatra province, Solok area, as well as from West Java province, Bandung area. Coffee beans that have been harvested will undergo a process of separating the skin from the coffee beans and then selecting them first and then carrying out the roasting process. In this process, you can determine the taste of the coffee that will be produced, after that the coffee beans can be ground for the brewing stage. The following are the results of the interviews conducted:

"Yes sis, at Bermuda Coffee we have chosen the source of the coffee beans ourselves, which we have researched beforehand, both in terms of distribution and location according to the height of the land and environmental factors that influence the taste of the coffee as the raw material used. Then we carry out the process of roasting the coffee beans ourselves, sis, because the roasting process is what determines the taste of the brewed coffee that is made, we want the character of the coffee to come out or taste, the aroma, body, and aftertaste, sis. Because every coffee bean has its own character, sis.

"Then after the coffee roasting process is carried out, we immediately put the coffee beans in 1 kg packaging, as a strategy so that there is not a lot of coffee beans remaining in one stage of brewing coffee."

In terms of maintaining product performance, the Bermuda Coffee Barista said that coffee machines and their tools play a very important role in providing maximum and quality products, coffee machines are one of the determinants of product success, therefore special and routine maintenance is needed. in order to prevent damage that occurs because the machine is sensitive when it is not looked after or not cleaned frequently, if it is damaged then the service costs are quite high, even if you buy it new it is quite expensive. As for the results of the interview with Barista Bermuda Coffee, to achieve the sales target Bermuda Triangle Coffee carried out many promotional strategies to achieve sales targets, from various sales promotions on products and also promotions on social media to direct promotions to customers (direct marketing), then in terms of maintaining good relations with customers, Bermuda holds regular performances through live music. The following are the results of an interview with Barista Bermuda Coffee:

"In terms of supporting maximum products and having good quality, one of the important things is the tools and machines used (tools), the tools and machines used, whether manual brew or espresso machines, grinders, portafilters, tampers, teapots. (kettle), milk jug, thermometer and others have their respective roles to support the resulting product to be suitable and of good quality, the important thing is to clean it regularly and clean it regularly after using and rinsing the equipment, especially in the

section for steaming milk. Wipe immediately because milk is prone to bacteria. That's the important thing, bro. The machine and tools are maintained, because if the machine is damaged, the cost of maintaining the machine is relatively expensive, and if the machine is not maintained diligently, it will directly result in damage to the coffee machine. Here, Bermuda also consistently carries out active promotions via the internet, as well as discounts and promos when purchasing products, and in creating good relationships with consumers, Bermuda regularly holds live music events, so their customers can directly request songs or contribute. songs, usually the visitors become entertained and create an interesting impression for the customers who come."

Then according to consumer data one, information can be drawn, according to an interview with sister Sarah, she is a loyal consumer of Bermuda Triangle Coffee and Eatery, because her visits have become a habit to make Bermuda Coffee a meeting place with clients or co-workers. So, the author can interpret that sister Sarah is satisfied with the products provided at Bermuda Coffee. The following are the results of his narrative:

"At Bermuda Coffee, I usually like to order the Bermadu coffee, sis, because it cheers me up and besides that, if I don't drink coffee, I also like to order the Bermuda matcha, sis, because it's really delicious, I've invited my friends and co-workers' clients to come several times. hang out or have meetings here, because I think the place is really comfortable and cozy, the menu choices are delicious, the portions are also worth it."

Then after conducting interviews with the second consumer source, the author saw a positive response based on the visits that had been made, when Brother Adrian had visited more than twice, from these visits, Brother Adrian stated that Brother Adrian often invited his friends to visit Bermuda. Coffee, due to its strategic location, as well as the facilities provided such as adequate parking. So, the author forms an opinion that Adrian's brother is also a perpetrator of word of mouth. The following are the results of his narrative:

"I often go to Bermuda Coffee, usually when I want to meet up with friends, I like to invite them here, when I'm with friends I usually like to order a menu with a rich mixed platter like a combination of several snacks like that, or carbonara pasta. I like taking them here because the location is strategic for meeting up with friends and the parking area is spacious. The place is also cool and the outdoor atmosphere is relaxed and comfortable."

Furthermore, after conducting an interview with the third consumer source, named Sister Dinda, the author was able to form an opinion based on the comments and responses given that Sister Dinda's first visit to Bermuda Coffee was due to an invitation from a friend to do an assignment together, then the first impression that he said was an attractive and comfortable place concept. The following are the results of his narrative:

"I've only ever come here, I ordered the Taro Latte and Frenh Fries menu, then I ordered ice chocolate again, so far my favorite is the Ice Chocolate. "I was invited by a

friend here by chance and I wanted to do my college assignment together. I think the place in Bermuda is comfortable and the menu has lots of choices, it's also delicious."

Then, in an interview with Brother Yogi, he stated that in the last six years, the culinary industry, especially coffee shops, has experienced very rapid development, rapid changes in trends due to social media factors which quickly influence market demand, therefore there is increasing competition in similar businesses. This is what Bermuda Coffee felt when many competitors started to appear in the Tang-Sel area, which resulted in a decrease in sales or purchases in certain months, thus resulting in a decrease in the turnover obtained. The following are the results of his narrative:

"In running a business that is trendy and popular with various groups, especially young people and adults. "Making many entrepreneurs interested in expanding in this business as well, thus creating quite tight competition in similar businesses, and the risk of decreasing sales and purchases which will affect the decline in company turnover, because people become more selective in selecting their needs and desires."

SWOT Analysis Results

Internal Factors	Strength	Weaknesses
	1. The products provided have a delicious taste 2. The products provided vary 3. Good service to consumers	1. Risk of decreasing income in certain months. 2. High risk of machine damage.
Eksternal Factors	4. Aesthetic: the physical form of the building is unique and attractive	
Opportunities	Strategy S-O	Strategy W-O
1. Drinking coffee has become part of the lifestyle of the younger generation. 2. The abundance of raw materials for coffee beans in Indonesia 3. Economic	1. Maintain product quality and distinctiveness 2. Expand the marketing network 3. Facilitate human resources regarding professional certification in	1. Regular maintenance of the coffee machine so that the coffee machine doesn't break down quickly. 2. Prepare technicians who are reliable in the field of coffee

development in the Tang-Sel area	their field so that they become reliable workers	machines 3. In certain months where revenue is predicted to decrease, the company's strategy is to manage raw material inventory & price promotions on certain products.
Threats	Strategy S-T	Strategy W-T
<ol style="list-style-type: none"> 1. Many competitors with similar businesses. 2. The increasing number of new competitors who want to enter the coffee shop business world. 3. Various kinds of interesting promotions and concepts offered by competitors. 	<ol style="list-style-type: none"> 1. Always innovate so that the products produced still attract the attention of consumers. 2. Active in promoting on social media 3. Take special approaches to each different market layer. 	<ol style="list-style-type: none"> 1. Participate in national events organized by the government or festivals in culinary activities in various places so that the products become more widely known to the public.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

- a. The results of the research conducted show that Product Quality Attributes starting from Performance, Durability, Features, Reliability in Bermuda Triangle Coffee are said to be able to meet consumers' expectations and needs and wants.
- b. The impression of product quality from consumers based on data analysis carried out by consumers is satisfied with the benefits they have obtained in accordance with what they expected in terms of repeat purchase intentions and positive Word of Mouth.

Suggestion

- a. Carry out routine control over certain periods through consumer satisfaction surveys with products to find out feedback from consumers.
- b. Maximizing specific approach strategies for product promotion so that broad market segmentation layers can be reached.

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