



MANAGING THE CUSTOMERS' SATISFACTION: A CASE STUDY AT DJUW CAFÉ SIDOARJO

SUKESI SUKESI¹ | DJUWARI DJUWARI²

¹ UNIVERSITAS DR. SOETOMO SURABAYA, INDONESIA.

² UNIVERSITAS NAHDLATUL ULAMA SURABAYA, INDONESIA.

ABSTRACT:

Customer satisfaction is crucial in the hospitality industry, particularly in cafes, which serve as social and communal spaces. This study examines customer satisfaction at Djuw Café in Sidoarjo, Indonesia, focusing on factors such as responsiveness, credibility, ease of use, reliability, and convenience. This study utilizes an explorative methodology to gather data through questionnaires distributed over six days to 24 customers. The questionnaires aim to capture perceptions and preferences related to the café experience, assessing each theoretical construct through a Likert scale. By analyzing customer feedback, the study seeks to identify strengths, weaknesses, and areas for improvement in Djuw Café's service delivery. The majority of loyal customers express very high satisfaction levels with Djuw Café. A significant proportion of respondents rate the café as very satisfactory across responsiveness, credibility, ease of use, reliability, and convenience aspects, indicating a strong overall customer satisfaction level. It implies that understanding customer perceptions and highlights the need for continuous improvement to maintain a competitive edge in a dynamic industry.

KEYWORDS:

CUSTOMER SATISFACTION, RESPONSIVENESS, CREDIBILITY, EASE OF USE, RELIABILITY, CONVENIENCE.

PAPER ACCEPTED DATE:

26th November 2024

PAPER PUBLISHED DATE:

30th November 2024

1. INTRODUCTION

In the world business of the hospitality industry, it is clear that customer satisfaction is essential factor which determines the success and sustainability of companies. Among these, cafes has their own a unique position, serving as not only a provider of beverages and snacks but also as a communal place for social interaction and relaxation. Knowing and managing customer satisfaction in such business is the most important effort for creating the company's competitive advantage and growth.

Djuw Café, situated in the suburban area of Sidoarjo, Indonesia, was the place for this intersection of culinary delight and social ambiance. As a prominent player in the local café scene, Djuw Café continually strives to not only meet but exceed the expectations of its diverse clients. To achieve this, it is imperative for the management to gain insights into the factors influencing customer satisfaction and tailor their strategies accordingly.

There have been some previous studies related to the customers' satisfaction so far. One of them was done by Sardana and Baipai (2020). They used explorative analysis to analyze the e-commerce that has transformed the business landscape by offering convenient and real-time banking services. They found that despite these advantages, online banking, adoption in India remains relatively low. According to them, banks must understand how customers perceive e-service quality. As they had

investigated, the determinants of e-banking service quality and their impact on customer satisfaction were clear. Using primary data from two private sector banks in Delhi, the study identifies five key factors: efficiency, trust, fulfillment, responsiveness, and systems critical to e-service quality satisfaction.

The second study was done by Tien et al. (2021). Their study aimed to identify the factors impacting customer service satisfaction at Vietcombank in Ho Chi Minh City. Employing a quantitative approach, they focused on customers conducting transactions directly at the bank. Analysis of 347 valid questionnaires through exploratory factor analysis (EFA) and linear regression revealed several significant factors such as reliability, system efficiency, guarantee, interest rates, and costs, along with tangible factors like facilities and forms, all positively influencing customer satisfaction. Notably, the study underscores the importance of interest rates, service fees, and system efficiency in enhancing customer satisfaction and fostering loyalty to the bank. They suggest that customer relationship management (CRM) is crucial for identifying and retaining profitable customers, emphasizing its role as a prerequisite for achieving the bank's objectives.

The third study was also done by Yang et al. (2005). Their study aimed to enhance an understanding of service

quality within the context of Internet retailing. By analyzing 1,078 consumer anecdotes of online shopping experiences, the study identifies 14 service quality dimensions consisting of 42 items. It examined the unique aspects of each dimension in the realm of Internet commerce and discusses their implications. The analysis also highlights factors contributing to both consumer satisfaction and dissatisfaction. The most frequently mentioned attributes leading to satisfaction include responsiveness, credibility, ease of use, reliability, and convenience, while certain dimensions like responsiveness, reliability, and ease of use, credibility, and competence are likely to cause dissatisfaction among online consumers. They concluded by offering managerial implications and recommendations to enhance service quality in Internet retailing, thereby enriching consumer experiences.

Based on the previous studies above, it can be synthesized as follows: Several studies have investigated customer satisfaction in various contexts. Sardana and Baipai (2020) explored e-commerce's impact on banking services, revealing that despite the convenience and real-time nature of online banking, adoption rates in India remain low. Their study emphasized the importance of understanding customers' perceptions of e-service quality, identifying key factors such as efficiency, trust, fulfillment, responsiveness, and systems critical to e-service quality satisfaction. Tien et al. (2021) focused on customer service satisfaction at Vietcombank in Ho Chi Minh City, identifying factors like reliability, system efficiency, guarantee, interest rates, and costs as significant contributors to satisfaction. They stressed the role of customer relationship management (CRM) in enhancing customer satisfaction and fostering loyalty. Yang et al. (2005) delved into service quality within the realm of Internet retailing, identifying 14 dimensions of service quality. Their study highlighted factors like responsiveness, credibility, ease of use, reliability, and convenience as key drivers of satisfaction, while also addressing attributes that could lead to dissatisfaction. These studies collectively underscore the importance of understanding customer perceptions and enhancing service quality to improve satisfaction and loyalty in various industries. Top of Form

This present study focuses on an exploration to delve into the intricacies of managing customer satisfaction at Djuw Café Sidoarjo. Employing an explorative methodology, this study aims to uncover the multifaceted aspects contributing to patrons' contentment and loyalty. Central to this methodology is the utilization of questionnaires, which provide a structured yet flexible approach to gather quantitative and qualitative data directly from the customers.

The rationale behind choosing an explorative methodology lies in its ability to uncover novel insights and generate hypotheses for further investigation. By engaging with customers through questionnaires, this research endeavors to capture their perceptions, preferences, and

suggestions regarding various facets of their café experience. From the quality of food and beverages to the ambiance, service, and overall value proposition, every aspect will be scrutinized to paint a comprehensive picture of customer satisfaction at Djuw Café.

Furthermore, the findings of this study are expected to not only benefit Djuw Café but also contribute to the broader discourse on customer satisfaction management in the hospitality industry. By identifying strengths, weaknesses, and areas for improvement, actionable recommendations can be formulated to enhance the overall customer experience and bolster the competitive edge of cafes like Djuw Café. The focus of the exploration would be on the aspects of responsiveness, credibility, ease of use, reliability, and convenience. In essence, this research seeks to illuminate the pathways to managing customer satisfaction effectively, thereby fostering enduring relationships with patrons and ensuring the sustained success of Djuw Café Sidoarjo amidst the dynamic landscape of the hospitality industry.

II. THEORETICAL FRAMEWORK

There are some aspects to be discussed in the theories for exploring the customers' satisfaction. As based on the previous studies, it will cover some aspects such as (1) responsiveness, (2) credibility, (3) ease of use, (4) reliability, and (5) convenience.

4.1 RESPONSIVENESS

Understanding and enhancing customer satisfaction is a key component of corporate success, and theories pertaining to responsiveness are important in this regard. The timely and helpful delivery of services to rapidly satisfy the demands and expectations of customers is referred to as responsiveness. A number of frameworks and ideas have been created to explain why responsiveness is crucial for raising customer satisfaction.

The important aspect of the theory is the "Service Quality Model" suggested by Parasuraman, Zeithaml, and Berry (1985). This model describes that responsiveness is considered one of the five dimensions of service quality, alongside reliability, assurance, empathy, and tangibles. As this model argued, customers have their way of evaluating service quality based on their perceptions. They can think how well a service meets their expectations. Therefore, responsiveness, in this consideration, reflects the willingness of a company to help customers promptly and effectively, thereby influencing overall satisfaction.

Additionally, the "Expectancy-Disconfirmation Model" posited by Oliver (1980) offers insights into how responsiveness affects customer satisfaction. According to this model, satisfaction is determined by the perceived discrepancy between customers' expectations and their actual experiences. When a company demonstrates responsiveness by promptly addressing customer inquiries, complaints, or requests, it can positively influence customers' perceptions and reduce the likelihood of negative disconfirmation, thus enhancing

satisfaction.

Furthermore, the "Kano Model" introduced by Kano (1984) categorizes customer preferences into three main types: basic, performance, and excitement attributes. Responsiveness falls under the category of performance attributes, which directly impact customer satisfaction when present but do not necessarily dissatisfy customers when absent. Therefore, while responsiveness may not be a primary driver of satisfaction on its own, its presence can significantly enhance overall satisfaction by meeting customers' expectations for timely assistance and support.

Moreover, the concept of "Service Recovery" is closely related to responsiveness in the context of customer satisfaction. Service recovery refers to the actions taken by a company to address and resolve customer complaints or issues effectively. Studies such as the one by Maxham and Netemeyer et al., (2002) emphasize the importance of timely and empathetic responses in service recovery situations, as they can not only rectify the immediate problem but also rebuild trust and strengthen the customer-provider relationship, ultimately leading to higher levels of satisfaction and loyalty.

In summary, theories surrounding responsiveness highlight its crucial role in shaping customer satisfaction. By promptly addressing customer needs, concerns, and inquiries, companies can positively influence perceptions of service quality, reduce dissatisfaction, and foster stronger relationships with customers. Implementing strategies informed by these theories can help businesses improve responsiveness and ultimately enhance overall customer satisfaction levels.

4.2 CREDIBILITY

Understanding the concept of credibility and its implications for customer satisfaction is essential in the realm of business. Credibility refers to the perception of trustworthiness and reliability that customers attribute to a company, its products, or its services. Several theories and frameworks shed light on the role of credibility in shaping customer satisfaction.

One notable theory is the "Expectancy-Disconfirmation Model" proposed by Oliver (1980). According to this model, customer satisfaction is determined by the perceived discrepancy between expectations and actual experiences. Credibility plays a vital role in this process by influencing customers' initial expectations. When customers perceive a company as credible, they are more likely to form positive expectations regarding the quality and reliability of its products or services. Subsequently, if the company meets or exceeds these expectations, it can lead to positive confirmation and higher levels of satisfaction.

Additionally, the cognitive dissonance theory" posited by Eisenberger, et al., (2020) who offer some insights into how credibility influences customer satisfaction, especially post-purchase. Cognitive dissonance occurs when individuals experience conflicting thoughts or beliefs, such

as doubts about the credibility of a product or service after making a purchase. To alleviate this dissonance and maintain satisfaction, customers seek reassurance regarding the credibility of their decision. Companies can address this by providing transparent and reliable information, demonstrating expertise, and delivering on promises, thus bolstering credibility and reducing cognitive dissonance.

Furthermore, the "Source Credibility Theory" proposed by Jang, et al., (2021) who also emphasize the importance of perceived expertise and trustworthiness in influencing attitudes and behaviors. Applied to the context of customer satisfaction, this theory suggests that customers are more likely to trust and be satisfied with companies that they perceive as credible sources of information and solutions. Factors such as reputation, past performance, endorsements, and customer testimonials contribute to perceptions of credibility and, consequently, satisfaction.

Moreover, the concept of "Perceived Organizational Support" (POS) is closely related to credibility and its impact on customer satisfaction. POS refers to the extent to which customers believe that a company values their interests and well-being. Studies such as the one by Eisenberger et al. (1986) have shown that when customers perceive high levels of organizational support and credibility, they are more likely to feel satisfied, loyal, and committed to the company.

In general, theories surrounding credibility highlight its critical role in shaping customer satisfaction. By establishing and maintaining trustworthiness, companies can positively influence customers' expectations, experiences, and perceptions of value, ultimately leading to higher levels of satisfaction and loyalty.

4.3 EASE OF USE

Understanding the concept of ease of use and its implications for customer satisfaction is paramount in today's digital age. Ease of use refers to the simplicity and intuitiveness of interactions with products or services, particularly in digital environments. Several theories and frameworks offer insights into how ease of use influences customer satisfaction.

One significant theory is the "Technology Acceptance Model" (TAM) proposed by Davis (1989). According to TAM, ease of use is a critical determinant of users' attitudes and intentions to use a technology. The model suggests that when a system or product is perceived as easy to use, users are more likely to perceive it as useful and, consequently, more inclined to adopt it. Applied to the context of customer satisfaction, this theory implies that companies offering user-friendly interfaces and seamless experiences are likely to garner higher levels of satisfaction from their customers.

Additionally, the "Dual-Capacity Model of Trust" introduced by McKnight et al. (2002) sheds light on the relationship between ease of use and customer satisfaction. This model posits that trust in a technology or

system is influenced by both its competence (performance) and its benevolence (intention). Ease of use contributes to trust by enhancing perceptions of competence, as users interpret a system's simplicity and intuitiveness as indicators of its effectiveness and reliability. Thus, companies that prioritize ease of use can build trust with their customers, leading to increased satisfaction and loyalty.

Furthermore, the "User Experience (UX) Framework" provides a comprehensive perspective on how ease of use impacts customer satisfaction. This framework encompasses various aspects of the user's interaction with a product or service, including usability, usefulness, accessibility, and emotional appeal. Ease of use is a central component of UX, as it directly influences users' ability to accomplish tasks efficiently and effectively. Research in the field of UX, such as the work by Nielsen (1993), emphasizes the importance of prioritizing ease of use to enhance customer satisfaction and overall user experience.

Moreover, the concept of "Perceived Behavioral Control" (PBC) from the Theory of Planned Behavior (TPB) (Ajzen, 2020) is closely related to ease of use. PBC refers to individuals' perceptions of their ability to perform a behavior successfully. In the context of customer satisfaction, when customers perceive a product or service as easy to use, they are more likely to feel confident in their ability to interact with it and achieve their desired outcomes, leading to higher levels of satisfaction.

Conceptually, theories surrounding ease of use highlight its critical role in shaping customer satisfaction and user experience. By prioritizing simplicity, intuitiveness, and accessibility in their offerings, companies can enhance customer satisfaction, build trust, and foster long-term relationships with their customers.

4.4 RELIABILITY

Reliability is a fundamental aspect of customer satisfaction, particularly in the context of products or services meeting customers' expectations consistently and dependably. Several theories and frameworks elucidate the significance of reliability in shaping customer satisfaction.

One seminal theory is the "Service Quality Model" proposed by Parasuraman, Zeithaml, and Berry (1985). This model identifies reliability as one of the five dimensions of service quality, alongside responsiveness, assurance, empathy, and tangibles. According to this framework, customers evaluate the quality of a service based on their perceptions of the service provider's ability to deliver on promises reliably. When customers perceive a company as reliable, they are more likely to trust its products or services, leading to increased satisfaction and loyalty.

Moreover, the "Expectancy-Disconfirmation Model" introduced by Oliver (1980) and Zhang, et al., (2022), offers insights into how reliability influences customer satisfaction. According to this model, satisfaction is

determined by the perceived discrepancy between customers' expectations and their actual experiences. Reliability plays a crucial role in this process by influencing customers' initial expectations. When customers expect a product or service to be reliable based on past experiences or brand reputation, they are more likely to be satisfied when the product or service meets or exceeds these expectations. Therefore, consistent reliability contributes positively to customer satisfaction.

Additionally, the "Service Recovery Paradox" highlights the importance of reliability in service encounters. This paradox suggests that when a company effectively addresses and resolves service failures or complaints, it can actually enhance customer satisfaction and loyalty beyond what it was before the failure occurred. This phenomenon occurs because successful service recovery efforts demonstrate the company's reliability and commitment to customer satisfaction, thereby strengthening the customer-provider relationship.

Furthermore, the concept of "Perceived Quality" from the Total Quality Management (TQM) framework emphasizes the role of reliability in shaping customers' perceptions of a product or service's quality. When customers perceive a product or service as reliable, they are more likely to perceive it as high quality and, consequently, experience higher levels of satisfaction.

In summary, theories surrounding reliability underscore its critical role in shaping customer satisfaction. By consistently delivering on promises, addressing service failures effectively, and ensuring high perceived quality, companies can enhance reliability and build trust with their customers, ultimately leading to increased satisfaction and loyalty.

4.5 CONVENIENCE

Convenience is a key factor in shaping customer satisfaction, particularly in today's fast-paced and digitally-driven world. Several theories and frameworks offer insights into how convenience influences customer satisfaction.

One notable theory is the "Expectancy-Disconfirmation Model" proposed by Oliver (1980). According to this model, customer satisfaction is determined by the perceived discrepancy between expectations and actual experiences. Convenience plays a crucial role in this process by influencing customers' initial expectations. When customers perceive a product or service as convenient to use, access, or acquire, they are more likely to expect a seamless and hassle-free experience. Subsequently, if the product or service meets or exceeds these expectations, it can lead to positive confirmation and higher levels of satisfaction.

Moreover, the "Service Convenience Model" introduced by Tsiotsou and Wirtz (2019) provides a comprehensive framework for understanding convenience in service encounters. This model identifies various dimensions of convenience, including access convenience, transaction

convenience, and benefit convenience. Access convenience refers to the ease of accessing a service, such as location proximity or availability of online channels. Transaction convenience relates to the ease of completing a transaction, such as quick checkout processes or flexible payment options. Benefit convenience refers to the perceived value or utility derived from using the service, such as time savings or cost-effectiveness. According to this model, customers' perceptions of convenience directly influence their satisfaction with the service experience.

Furthermore, the "Effort-Expectancy Model" proposed by Venkatesh et al. (2003) offers insights into how convenience affects user behavior and satisfaction in technology adoption contexts. According to this model, users' perceptions of the effort required to use a technology (ease of use) and the expected outcomes (utility) influence their intention to use the technology. Convenience plays a significant role in shaping users' perceptions of effort, as technologies that are perceived as convenient to use are more likely to be adopted and accepted, leading to increased satisfaction.

Additionally, the concept of "Time Poverty" from the field of consumer behavior highlights the importance of convenience in modern lifestyles. Time poverty refers to the perception of having insufficient time to accomplish desired tasks or activities. In today's fast-paced society, customers value convenience as a means to save time and alleviate time pressures. Companies that offer convenient solutions, such as online shopping, express delivery, or mobile banking, cater to customers' needs for time-saving options, thereby enhancing satisfaction and loyalty.

In general, theories surrounding convenience underscore its critical role in shaping customer satisfaction. By prioritizing convenience in product design, service delivery, and user experience, companies can meet customers' expectations for seamless, efficient, and hassle-free interactions, ultimately leading to increased satisfaction and loyalty.

III. METHODOLOGY

This research is a qualitative done at Djuw Café located on Jalan Jatisari 69, Pepelegi, Sidoarjo, East Java, Indonesia. Took for a week or 6 days from Monday 22 April to 27 Saturday, 2024. Each day the researcher gave to 4 customers, and totally from 22 to 27 April 2024 (6 day) the researchers for 24 respondents to fill out the questioners. They were given questionnaires consisting of the statements that are based on the theoretical constructs such as the aspects of responsiveness, credibility, ease of use, reliability, and convenience. The responses are rated as the following. (1) Strongly disagree, (2) Disagree, (3) Abstain, (4) agree, and (5) strongly disagree. All the statements are presented on Table 1.

TABLE 1: STATEMENTS OF THE QUESTIONNAIRES FOR THE RESPONDENTS

NO	ASPEXTS	STATEMENT
1	Responsiveness	Djuw Café staff always serve the customers quickly by the time they come
2	Credibility	We believe that all the coffee menus are made from the qualified products of coffee
3	Ease Of Use	Djuw café equipment with all the cups and plastic glasses are easily to use drinking using the packaging
4	Reliability	The time open at the stated schedule as written in the internet website
5	Convenience	The space, seats, and tables for the customers are convenient

From the responses using the questionnaires a in Table 1, then they are presented in Chart and described for the findings descriptively.. Each aspect is interpreted and they are presented in Charts for making easier to interpret and analyze. Finally, the researchers discuss them and draw the conclusion by inferring the results and the discussion.

IV. RESULTS AND DISCUSSION

4.1 RESPONSIVENESS

Based on the finding, as presented in Chart 1, the total number of loyal customers' being surveyed was 24. Among these respondents, they think that Djuw Café, in terms of responsiveness, is considered satisfactory by 6 respondents, or 25%, and very satisfactory by 18 respondents, or 75%. In this aspect, the statement being responded to by the customers is that Djuw Café staff always serves the customers quickly by the time they come. This is supported by the theory argued by Parasuraman, Zeithaml, and Berry (1985) and Netemeyer et al., (2002). Service quality given by the company staff is the key to satisfaction. One of the services I responsiveness, with 75% of the respondents supporting this. Therefore, based on this finding, it can be concluded that Djuw Café is still providing customers with satisfaction in terms of responsiveness to serve.

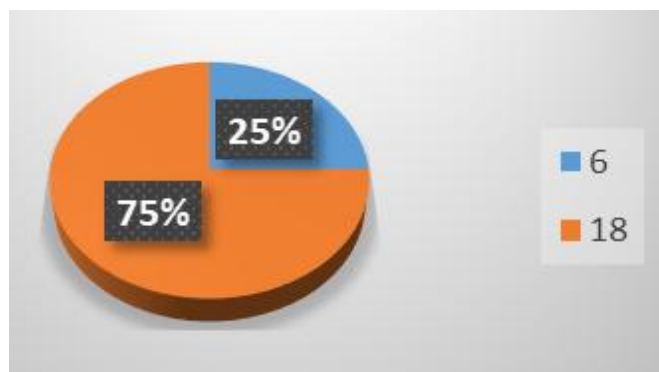


CHART 1: RESPONSIVENESS OF DJUW CAFÉ

4.2 CREDIBILITY

The second aspect of Djuw Café is its credibility, based on Chart 2. In terms of this aspect, of the total 24 loyal customers, 2 of them, or 8%, considered that Djuw Café's credibility was satisfactory, while 22 respondents, or 92%, thought that Djuw Café was very satisfactory. Oliver (1980) also stated that diversification of the products (coffees and foods in Djuw Café) makes the customers satisfied, which is supported by 90% of the respondents. The satisfaction with product diversification can lead to credibility (Eisenberger, et al., 2020) and also by Jang, et al.,(2021). Therefore, when considering credibility the statement said that they believe that all the coffee menus are made from qualified coffee product. In this case, they think that it is credible.

The second aspect of Djuw Café is its credibility, based on Chart 2. In terms of this aspect, of the total 24 loyal customers, 2 of them, or 8%, considered that Djuw Café's credibility was satisfactory, while 22 respondents, or 92%, thought that Djuw Café was very satisfactory. Oliver (1980) also stated that diversification of the products (coffees and foods in Djuw Café) makes the customers satisfied, which is supported by 90% of the respondents. The satisfaction with product diversification can lead to credibility (Eisenberger, et al., 2020) and also by Jang, et al., (2021). Therefore, when considering credibility the statement said that they believe that all the coffee menus are made from qualified coffee product. In this case, they think that it is credible.

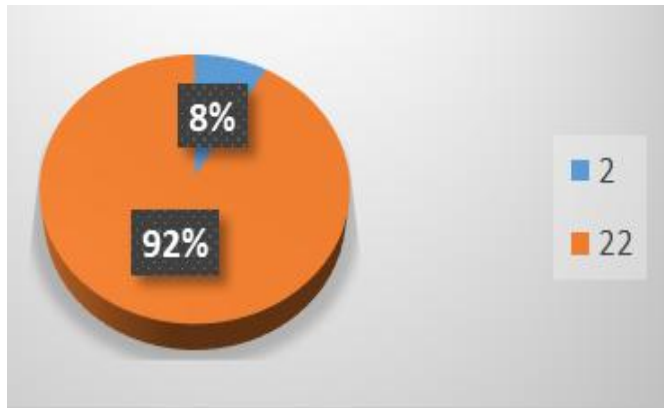


CHART 2: CREDIBILITY OF DJUW CAFÉ

4.3 EASE OF USE

The third aspect of Djuw Café is the ease of use, based on Chart 3. In terms of this aspect, of the total 24 loyal customers, 5 of them, or 19%, considered that Djuw Café has some equipment, including the packaging that is satisfactory, while 21 respondents, or 81%, thought that Djuw Café is very satisfactory. Therefore, when considering the ease of use, as the statement said, they believe that Djuw café equipment with all the cups and plastic glasses is easy to use for drinking using the packaging, as well as using the Wi-Fi for their service. This satisfaction can induce the customers to be loyal and come again to the café, as also argued by McKnight et al. (2002) and also by Ajzen (2020), which indicates that 81% of the

respondents feel satisfied. In this case, they think that it is very satisfactory.

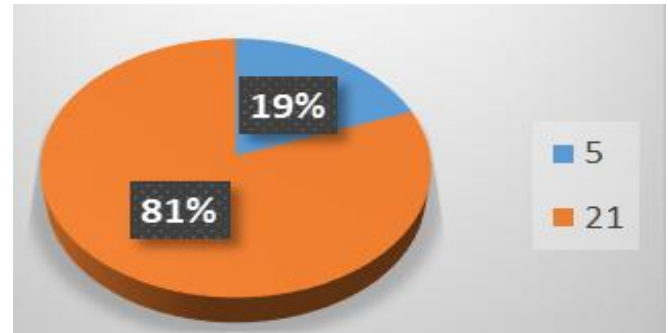


CHART 3: EASE OF USE OF DJUW CAFÉ EQUIPMENT

4.4 RELIABILITY

The fourth aspect of Djuw Café is reliability, based on Chart 4. In terms of this aspect, of the total 24 loyal customers, 5 of them, or 19%, considered that Djuw Café has some equipment, including the packaging that is satisfactory, while 19 respondents, or 79%, thought that Djuw Café is very satisfactory. Tien et al. (2021) as well as Parasuraman, Zeithaml, and Berry (1985) also argued that all the equipment and menus provided are available. It is the same as advertised or available in the Djuw Café, and 79% of the respondents feel satisfied. Therefore, when considering reliability, the statement said that they believe that the time is open according to the stated schedule and the menu as written on the internet website.

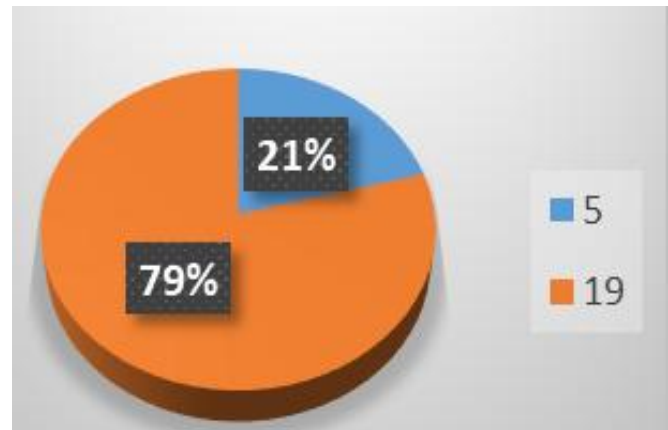


CHART 4:

4.5 CONVENIENCE

The fifth aspect of Djuw Café is convenience, based on Chart 5. In terms of this aspect, of the total 24 loyal customers, 3 of them, or 12%, considered that Djuw café space and place convenience are satisfactory. As suggested by Oliver (1980) and Tsiotsou and Wirtz (2019), a convenient place or space for customers can make them satisfied and loyal. As it is proven in Djuw Cafe, the space, room, and seats are satisfactory, while 21 respondents, or 88%, thought that the place and space, including the seats and tables, are very satisfactory. Therefore, when considering the convenience aspect, as the statement said, they believe that the space, seats, and tables for the

customers are convenient.

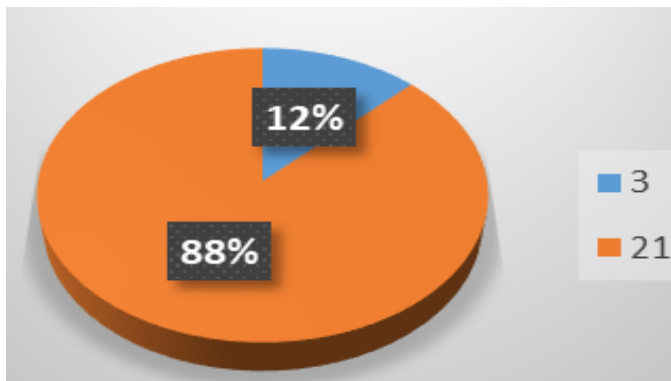


CHART 5: DJUW CAFÉ AND ITS COVENIENT PLACE

As a Whole of the 5 aspects, responsiveness, credibility, ease of use, reliability, and convenience, it can be seen in Chart 6 for the wholes aspects. Of the 24 loyal customers with the total 120 responses, 19 responses or 16% thought that Djuw Café is considered satisfactory for responsiveness, credibility, ease of use, reliability and convenience. More interestingly, about 101 responses or 84% think that Djuw Café is very satisfactory in the whole aspects of responsiveness, credibility, and ease of use, reliability, and convenience.

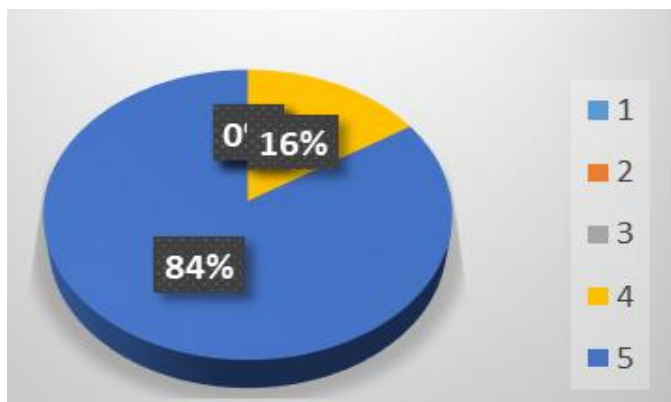


CHART 6: THE WHOLE ASPECTS OF DJUW CAFE

V. CONCLUSION

It can be concluded that Djuw Café has succeeded in providing significant satisfaction from its loyal customers across various aspects of service provision. In terms of responsiveness, the majority of respondents perceive Djuw Café's service as very satisfactory, particularly appreciating the quick and prompt service provided by the staff.

Regarding credibility, customers overwhelmingly view Djuw Café as highly credible, especially in terms of the quality of coffee products used, contributing to their perception of the café's credibility. When it comes to ease of use, customers find Djuw Café's equipment and packaging highly satisfactory and easy to use, enhancing their overall experience at the café.

In the aspect of reliability, customers trust Djuw Café's adherence to its stated schedule and the accuracy of menu information provided on its website, contributing to their

perception of reliability. In terms of convenience, customers largely find Djuw Café's space, seating arrangements, and overall ambiance to be highly satisfactory and convenient for their needs.

Overall, when considering all five aspects collectively, the majority of loyal customers express very high satisfaction levels with Djuw Café. A significant proportion of respondents rate the café as very satisfactory across responsiveness, credibility, ease of use, reliability, and convenience aspects, indicating a strong overall customer satisfaction level.

These findings underscore Djuw Café's success in meeting and exceeding customer expectations across various dimensions of service quality, contributing to its positive reputation and continued customer loyalty.

IMPLICATION AND SUGGESTION

Based on the conclusion that Djuw Café has achieved significant satisfaction across various dimensions of service provision, several implications and suggestions can be drawn to further enhance its success:

Maintain and Improve: Djuw Café should continue to maintain the high standards of service that have led to its customers' satisfaction. This includes ensuring prompt and attentive service, maintaining the quality of coffee products, and upholding reliability in terms of schedule adherence and menu accuracy. **Capitalize on Strengths:** The café should leverage its areas of strength, such as responsiveness, credibility, and ease of use, to further differentiate itself from competitors. Highlighting these strengths in marketing materials and customer communications can attract new customers and reinforce loyalty among existing ones. Regularly soliciting feedback from customers through surveys or comment cards can provide valuable insights into areas for improvement. Djuw Café should actively listen to customer feedback and take actionable steps to address any concerns or suggestions raised.

Overall, the findings suggest that Djuw Café has built a strong foundation of customer satisfaction across multiple dimensions of service quality. By maintaining its strengths, addressing weaknesses, and continuously striving for improvement, the café can further solidify its reputation as a preferred destination for coffee enthusiasts and ensure long-term success and customer loyalty.

REFERENCES

1. Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human behavior and emerging technologies*, 2(4), 314-324.
2. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.

3. Eisenberger, R., Rhoades Shanock, L., & Wen, X. (2020). Perceived organizational support: Why caring about employees counts. *Annual Review of Organizational Psychology and Organizational Behavior*, 7, 101-124.
4. Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford University Press.
5. Jang, W., Kim, J., Kim, S., & Chun, J. W. (2021). The role of engagement in travel influencer marketing: the perspectives of dual process theory and the source credibility model. *Current Issues in Tourism*, 24(17), 2416-2420.
6. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
7. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
8. Kano, N., Seraku, N., Takahashi, F., & Tsuji, S. (1984). Attractive quality and must-be quality. *Hinshitsu: The Journal of the Japanese Society for Quality Control*, 14(2), 147-156.
9. Maxham III, J. G., & Netemeyer, R. G. (2002). A longitudinal study of complaining customers' evaluations of multiple service failures and recovery efforts. *Journal of Marketing*, 66(4), 57-71.
10. McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359.
11. Nielsen, J. (1993). *Usability engineering*. Academic Press.
12. Netemeyer, R. G., Williamson, D. A., Burton, S., Biswas, D., Jindal, S., Landreth, S.,... & Primeaux, S. (2002). Psychometric properties of shortened versions of the Automatic Thoughts Questionnaire. *Educational and Psychological Measurement*, 62(1), 111-129.
13. Sardana, S., & Bajpai, V. N. (2020). E-banking service quality and customer satisfaction: An exploratory study on India. *International Journal of Services and Operations Management*, 35(2), 223-247.
14. Tax, S. S., & Brown, S. W. (1998). Recovering and learning from service failure. *MIT Sloan Management Review*, 40(1), 75-88
15. Tsiotsou, R. H., & Wirtz, J. (2019). The role of service convenience in service quality and purchase intentions: The moderating roles of risk and benefit perceptions. *Journal of Services Marketing*, 33(6), 760-772.
16. Tien, N. H., Anh, N., Dung, H., On, P., Anh, V., Dat, N., & Tam, B. (2021). Factors impacting customer satisfaction at Vietcombank in Vietnam. *Hmylan J. Econ. Bus. Management*, 2, 44-51.
17. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
18. Yang, Z., Peterson, R. T., & Cai, S. (2003). Services quality dimensions of Internet retailing: an exploratory analysis. *Journal of services marketing*, 17(7), 685-700.
19. Zhang, J., Chen, W., Petrovsky, N., & Walker, R. M. (2022). The expectancy-disconfirmation model and citizen satisfaction with public services: A meta-analysis and an agenda for best practice. *Public Administration Review*, 82(1), 147-159.