J.Co Donuts & Coffee's Consumer Satisfaction

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Abstract– This research discusses customer satisfaction. Researcher will use descriptive design in advance to get insight and understanding about research problem, and then the result from descriptive design will be used as input for conclusive research is 66 respondents. The result of this research shows that customers will be satisfied to consumption J.Co Donuts, J.Pops Baby Donuts, J.Coffee, J.Cool and J.Club if J.Co Donuts & Coffee offered the good innovation attributes, change behavior, suitability of offering and quality of service.

Keywords: costumer satisfaction; Quality of Service.

Abstrakt– Penelitian ini membahas kepuasan pelanggan. Peneliti akan menggunakan desain deskriptif terlebih dahulu untuk mendapatkan wawasan dan pemahaman tentang masalah penelitian, dan kemudian hasil dari desain deskriptif akan digunakan sebagai input untuk penelitian konklusif adalah 66 responden. Hasil penelitian ini menunjukkan bahwa pelanggan akan puas dengan konsumsi J.Co Donuts, J.Pops Baby Donuts, J.Coffee, J.Cool dan J.Club jika J.Co Donuts & Coffee menawarkan atribut inovasi yang baik, mengubah perilaku, kesesuaian penawaran dan kualitas layanan.

Kata kunci : kepuasan pelanggan; kualitas layanan.

I. INTRODUCTION

Food and beverages business has grow positively from time to time. This business has a huge potential to meet human basic need. However, food and beverage are no longer as a basic need because it has evolved into a symbol of status and lifestyle. Consumers are increasingly smart and critical in consuming the product so that it can reflect the status symbol and lifestyle[1].

The competition in this sector could not be avoid, a company must find some ways to create their on market and comes with a different look. They must know how to serve better and raise consumer's taste. Firm competition, customer high demand and excellent service standard require a company to work harder in order to survive[2].

Indonesia has a large number of food and beverage companies. SWA reseacrh team has collect the Indonesian creative companies data based on their innovation movement are PT Fast Food Indonesia (Kentucky Fried Chicken), PT Kopi Luwak (Luwak White Coffie), Ismaya Group, PT Kelola Mina Laut, J.Co Donuts & Coffee [3].

The lowest creativity of food and beverage companies is J.Co Donuts & Coffee with final score 74,50. Established in 2005 by local people named Jhonny Andrian who works as a hairstyler. Most people include researcher thought J.Co Coffee & Donuts was a foreign franchise company. In fact J.Co Donuts & Coffee is a local company who expand its market to four countries in Asia region after succed in

Indonesia. Overall, there are 137 J.Co Donuts & Coffee outlets in 2015. There are 107 outlets in Indonesia, 11 outlets in Malaysia, 4 outlets in Singapore, 15 outlets in Philippines and outlets in China. J.Co Donnuts & Coffee on pers in [4], Big Apple Donuts & Coffee is unpredictable competitors who came from Malaysia.

Basically the purpose of business is to create consumer satisfaction [5]. Since consumer satisfaction can tightening the relationship of business player and consumer to be harmonic, to give a basic for re-buy and creating consumer loyalty and mouth to mouth recommendation that benefit for business player. The fulfill effort of customer satisfaction require business player carefulness of work to know the shifting of customer demand and need which changing almost everytime. Consumer will move directly after curving perception toward offer value, satisfaction after purchase depend on offering performance compare with expectatation. Mostly business player put an attention toward consumer satisfaction since most of them believe the main key to win the competition is giving satisfaction to consumer through qualified product and service with competitive price[6].

The purpose of this research are to analys consumer satisfaction. Based on the purpose of research, significance of problem of the research are *how is level of customer satisfaction?*

II. LITERATURE REVIEW

Customer Satisfaction

Consumer satisfaction is level of someone feeling after comparing (performance or result) the feeling and expectation [5]. Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations [7]. Consumer satisfaction as a achieved condition if product suit to consumer need and expectation and free from deficiency [8].

Satisfaction will lead consumer to re-purchase and consume product [9]. On the other side, unsatisfaction feeling will disappointed consumer and lead them to stop purchasing or consuming. When consumer purchasing product, they will have an expectation about how the product works: (1) Better than expected, so they will satisfy. (2) As it expected, so it does not give neutral feeling, and (3) Orst than expected, so that disappointed. Level of satisfaction is function of the differentiate between performance and expectation.

Observation and measurement of consumer satisfaction has become essential thing for every companies and that step could become a feedback and suggestions for developmenting and implementing increasing consumer satisfaction strategy. The methode used to measure consumer satisfaction are survey and direct interview [5]. SERVQUAL (*Service Quality*) as an instrument to measure consumer perception toward service and connect it to consumer expectation [10]. Consumer SERVQUAL dimension are:

- a. Tangible, physical tools include physical facilities, tools and staff.
- b. Empathy, individual attention to customer.
- c. Reliability, company ability to do agreement service.
- d. Responsiveness, company effort to helps customer and provide fast service.
- e. Assurance, staff ability to inspire and convince customer.

Main effect of consumption experience dimensions of komunitas, learning, challenge, socialising, escapism, flow and hedonics. Consuming experience is one factor which influence consumer satisfaction [11]. The factors whose influence consumer satisfaction on food industry such as the taste of food, the outlet cleanliness, the fast service, the friendliness of staff, price, nutritional values and operating hours seem to play a major role [10].

III. METHODOLOGY

The marketing reseacrh method will be use is descriptive design. The purpose of descriptive design method are to analys variable in marketing phenomenon. Data collection of causal research design is survey. Define survey as a method of collecting data from a sample using questionnaire with structured question [12]. Define questionnaire as collecting data technique by giving a set of question or written question to respondent [13].

Population target are J.Co Donuts & Coffe consumers which has been consumed J.Co Donuts & Coffe product, J.Co Coffee, J.Co PoPs Baby Donuts, J.Cool and J.Club. To give an population ideal limitation, this analysis research unit are J.Co Donuts & Coffee consumers as individu. Meanwhile, observation research unit are J.Co Donuts & Coffee Paris Van Java, Cihampelas Walk and Bandung Indah Plaza. Give a how big sample formula refer to amount of independent variable, which are, $N \geq 50 + 8i$ (i is amount of independent variable) [12]. Therefore, amount of sample are 66 respondent based on $50 + 8(2)$ calculation.

Criteria of determine respondent in this research are man and woman age above 17 until 51 whom lived in Bandung. The reason of electing respondent age is based on J.Co Donuts & Coffee market target. Respondents has been consumed J.Co Donuts, J.Co Coffee, J.Co PoPs Baby Donuts, J.Cool and J.Club to know consumer satisfaction. Meanhile, Bandung selected as research location because Bandung is the second city after Jakarta which has the greatest number of outlets.

To analyze the used Microsoft Excel with interval as measurement scale. Define interval scale as a scale which researcher enable to arithmetic calculation from collected data from respondent [12]. Measurement has no real zero value. Consumer behavior measurement used in the common marketing research are Likert scale. Likert scale is a scale which ask respondents to respond if they agree or disagree about one perspected object which are very agree, agree, neutral, disagree and very disagree.

IV. RESULT & FINDING

The respondents in this study were 66 consumers of J.Co Donuts & Coffee with the following characteristics: (1) 29 respondents (43,9%) were man, and 37 respondents (56,1%) were woman. (2) 13 respondents (19,7%) agedunder 19 years, 46 respondents (69,7%) aged among 20-30 years, and 6 respondents (9,1%) were among 31-40 years old. (3) 26 respondents (39,4%) were students, 35 respondents

(53%) were employees, 2 respondents (3%) were entrepreneur, and two other respondents (3%) were unemployees. (4) 51 respondents (77,3%) spent less than 5 million per month, 10 respondents (15,2%) spent 5-10 million per month, and one respondent spent more than 21 million in a month; and (5) 3 respondents (4,5%) had consumed J.Co donuts & coffee since 2015, one respondent (1,5%) since 2014, 9 respondents (13,6%) since 2013, 4 respondents (6,1%) since 2012, 16 respondents (24,2%) since 2011, and 32 respondents (48,5%) had consumed J.Co donuts and coffee since before 2010.

The consumer satisfaction has five dimensions, namely tangible, empathy, reliability, responsiveness and assurance. The questionnaire data is presented in table. The Average Value of J.Co Donuts & Coffee Consumer Satisfaction Variables and Dimensions.

No	Dimension	Mean	Category
	Consumer Satisfaction	53,55	High
1	Tangible	11,485	High
2	Empathy	10,848	High
3	Reliability	10,197	High
4	Responsiveness	9,848	High
5	Assurance	10,955	High

Sources: Data processing over 66 respondents with Ms.Excel

As revealed by the the data processing results of 66 respondents with Ms. Excel, the average value of J.Co Donuts & Coffee consumer satisfaction variables is high. Tengible is described by the physical facilities in J.Co outlets that provide modern equipment, interesting cafe outlets and neat appearance of the waiters. Empathy is described with the individual care shown by the waiters to their customers so they feel their interests being considered. Additionally, the operating hours of J.Co outlets, which open for 11 hours daily, provides time flexibility for the consumers to make a visit. Reliability is described with the ability of the employees to provide excellent services to the consumers from the time they enter the J.Co outlets, fulfill their orders properly, until when the consumers enjoy their purchased products. Responsiveness is described with the waiters seemed prompt in making orders, so the consumers do not have to wait for so long. Overall the attitudes of employees and product quality of J.Co Donuts & Coffee bring up the trust to consumer to make a purchase on J.Co donuts, coffee, yoghurt and sandwich even more.

V. CONCLUSION

After conducting an analysis on the theory and the results of previous studies, the researcher obtained the results to answer the research problem that the main factors affecting the customer satisfaction in food industry are the taste of food, the outlets hygiene, fast service and operating hours. The results of this study is assumed to be applied widely outside the research focusing on consumer satisfaction of J.Co Donuts & Coffee with the same reserach results on different samples.

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