



Comparative Analysis of Service Quality Toward Customer Satisfaction Between Local Independent Coffee Shop and Local Franchise Coffee Shop

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ABSTRACT

The rapid growth in the coffee industry has indeed affected competition in both independent coffee shops and franchises. In the beverage and food sectors, service quality plays an important part in satisfying customers and attracting them to purchase more products or services. This study aims to compare the customer satisfaction analysis of service quality between two local coffee shops, namely Janji Jiwa and Neph Coffee & Eatery. The approaches used in this study are the Customer Satisfaction Index (CSI) and SERVQUAL gap. The conformity between perception and expectation of respondents of both coffee shops on service quality was analyzed based on SERVQUAL gap by using spider web diagram. The results show that both coffee shops scored 85% on the Customer Satisfaction Index. However, the SERVQUAL gap results in Janji Jiwa is -0.229, and in Neph Coffee & Eatery is -0.366. Negative value indicating that the service they offer still has not met the customer expectations. The study found empathy is the most essential dimension for Janji Jiwa and Neph Coffee & Eatery customers, but both coffee shops still have a negative gap in this dimension. Therefore, the two coffee shops need to focus on improving their service quality.

Keywords: Coffee shop, Service Quality, Customer satisfaction, CSI, SERVQUAL gap.

ABSTRAK

Perkembangan pesat industri kopi telah mempengaruhi persaingan di antara kedai kopi independen dan waralaba. Dalam industri minuman dan makanan, kualitas layanan merupakan peran penting dalam memuaskan pelanggan dan mendorong mereka untuk membeli kembali produk atau layanan. Penelitian ini bertujuan untuk membandingkan kepuasan pelanggan terhadap kualitas pelayanan di dua kedai kopi lokal, yaitu Janji Jiwa dan Neph Coffee & Eatery. Pendekatan metodologi yang digunakan adalah *Customer Satisfaction Index* (CSI) dan SERVQUAL gap. Kesesuaian antara persepsi dan ekspektasi responden kedua kedai kopi terhadap kualitas layanan dianalisis berdasarkan kesenjangan SERVQUAL dengan menggunakan bagan jaring laba-laba. Hasil penelitian menunjukkan bahwa kedua kedai kopi tersebut memperoleh skor 85% pada indeks kepuasan pelanggan. Sedangkan pada hasil SERVQUAL gap, untuk Janji Jiwa memperoleh sebesar -0.229 dan untuk Neph Coffee & Eatery sebesar -0.366. Nilai negatif menunjukkan pelayanan yang diberikan masih belum memenuhi harapan pelanggan. Penelitian menunjukkan bahwa empati merupakan aspek terpenting bagi pelanggan Janji Jiwa dan Neph Coffee & Eatery, namun kedua kedai kopi tersebut masih memiliki kesenjangan negatif dalam aspek ini. Oleh karena itu, kedua kedai kopi tersebut perlu memprioritaskan pada peningkatan kualitas layanan mereka.

Kata kunci: Kedai kopi, Kualitas Layanan, Kepuasan pelanggan, CSI, kesenjangan SERVQUAL.

1. Introduction

Coffee consumption in Indonesia has been significantly increasing every year (Rasmikayati, et al., 2017), ranking third globally with 11.85 million coffees produced in 2022-2023 (Muhamad, 2023). Many entrepreneurs take advantage of this opportunity by opening cafes leading to the expansion of the coffee shop industry in Indonesia (Amelia & Jatiningrum, 2020). The Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI) estimates that the number of coffee shops in Indonesia will reach 10,000 by 2023, and revenue from the coffee shop business will reach Rp 80 trillion (Mone, 2023). This also highlights the problem

of how to successfully increase the viability of the coffee shop industry in the face of increased competition (Najib, *et al.*, 2020). The rapid growth in the coffee industry has indeed affecting competition both independent coffee shops and franchises.

In the beverage and food sectors, service quality is important in ensuring customer satisfaction and repeat purchases of products or services (Suhandy & Widodoatmodjo, 2022). Coffee shops that can offer the highest level of service will grow and be able to retain their customers (Andriantini, 2017). Previous studies have shown that service quality influences customer satisfaction. The effect of service quality on customer satisfaction in coffee consumption is that customers have expectations about the level of service offered. Customer satisfaction increases in proportion to service excellence. Therefore, a customer satisfaction assessment is required to evaluate a company's marketing effectiveness to enhance the provided services (Muslichati & Wartini, 2015).

Phenomenal franchise coffee shops like "Kopi Kenangan," "Janji Jiwa," "Kopi Kulo," and "Fore" have gained popularity in Indonesia. Among them, Janji Jiwa is the fast-growing franchise coffee shop with 1.100 stores that has overtaken Starbucks as Indonesia's most popular coffee chain (Supardi, 2024) and earn title as the most customers preferred for 'Coffee Shop' category based on Top Brand Index since 2020 (Top Brand Award, 2022). On the other hand, Neph Coffee & Eatery, an independent coffee shop in Cikarang, offers a unique and contemporary concept with a minimalist coffee concept and comfortable seating with an outstanding Google rating of 4.7 stars. Due to its popularity as a coffee shop in Cikarang, Neph Coffee & Eatery and Janji Jiwa Cikarang became the objects of this study. In terms of service, Janji Jiwa was dedicated to ensuring the consistent quality of products given in response to customer demands (Jiwa Group, n.d.). While for Neph Coffee & Eatery, the service highlighted is the convenience of the café ambiance, with outdoor and indoor spaces appropriate to customer preferences. Both provide various kinds of service, making consumers more selective when it comes to coffee shops. Therefore, a pre-survey is conducted as an observation phase in order to learn more about each customer and the services provided at both coffee shops. The result of the pre-survey shows that some customers expressed dissatisfaction with the service quality they received from Janji Jiwa and Neph Coffee, as explained in Table 1.

Table 1. List Complaints of Janji Jiwa and Neph Coffee & Eatery (Google form Survey)

No	List of Complaints	
	Janji Jiwa	Neph Coffee & Eatery
1	Less spacious place	Lack of menu variations
2	Less friendly staff	Benches used are less comfortable than competitors in the surrounding area
3	Parking area is narrow	Long service, waiting for drinks for more than 1 hour
4	The place is too narrow	The quality of the product is not comparable to the price
5	It takes a long time to served food	The table is small

Based on the problems that arise, Neph Coffee and Janji Jiwa Cikarang still have a lack of service quality, as evidenced by the complaints they have received. To maintain their existence on strong competition in the coffee market, Janji Jiwa and Neph Coffee & Eatery need to understand the wants and desires of their customers. The concept of Parasuraman was applied in this study as a service quality measure that comprises five indicators: tangible, reliability, responsiveness, empathy, and assurance. This study approach uses CSI and SERVQUAL gap methodologies. The purpose is to identify service quality between franchise coffee shops and independent coffee shops and to identify the most essential dimension of service quality that influences customer satisfaction in both coffee shops. This comparative study is expected to help both coffee shop owners understand each business.

2. Methods

This study employs a comparative method, a kind of study that aims to compare service quality between franchise and independent coffee shops and identify the most crucial service dimension affecting customer satisfaction. The details steps of the research framework are explained in Figure 1.

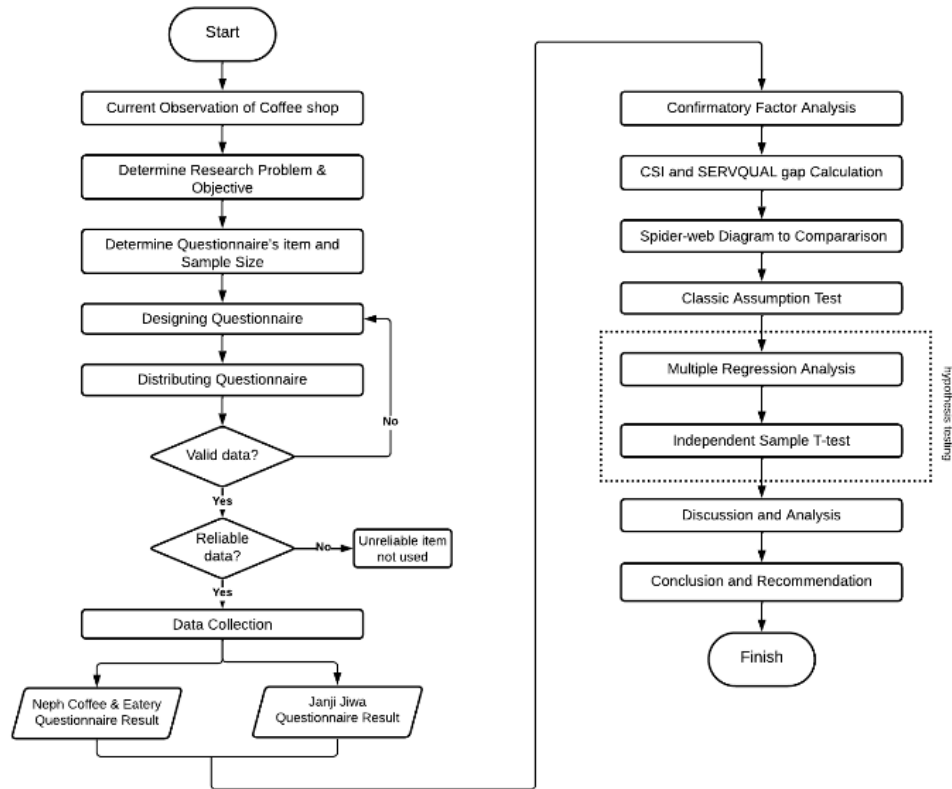


Figure 1. Research Framework

2.1 Literature Study

2.1.1 Service Quality Gap Model

SERVQUAL is a method that compares customers' perceptions of the actual service they receive to the actual quality they expect (Haryanto, Sitonga, & Setiawati, 2023). This study performed using gap 5 in service quality based on the problem that was mentioned in the introduction. The equation (1) shows the formula of gap 5 that is used to express the gap between perception and expectation (Song, Lee, & Yoon, 2015).

$$\text{Perception} - \text{Expectation} = \text{Gap} \quad (1)$$

Annotation:

- If perception > expectation, the gap is positive which means the service quality is satisfactory
- If perception = expectation, the gap is zero which means the service quality is quite satisfactory
- If perception < expectation, the gap is negative which means the service quality is unsatisfactory

2.1.2 Customer Satisfaction Index

The Customer Satisfaction Index (CSI) assesses customer satisfaction according to the importance and satisfaction with services. The following equation (2) can be conducted to determine the level of CSI (Syukri, 2014) and the interpretation CSI value can be seen in Table 2.

$$CSI = \frac{\sum WS (weight\ score)}{HS (high\ scale)} \times 100\% \quad (2)$$

Table 2. Customer Satisfaction Index Score

Number of Index	Interpretation
$x \leq 64\%$	Very poor
$64\% < x \leq 71\%$	Poor
$71\% < x \leq 77\%$	Cause of Concern
$77\% < x \leq 80\%$	Borderline
$80\% < x \leq 84\%$	Good
$84\% < x \leq 87\%$	Very Good
$87\% < x$	Excellent

2.1.3 Spider Web Diagram

Previous researchers have found that spider web diagrams can be used to visualize how assessment indicators perform (Jeong, Kang, & An, 2017). This study used spider web or radar diagrams to determine if the perceptions and expectations of Janji Jiwa and Neph Coffee & Eatery's customers corresponded to the idea that spider web diagrams can actually demonstrate how incapable a person or group is to satisfy customer needs. The score indicators in a spider web diagram are grouped in a circle. For instance, in this research, the outermost lines that become standard display customer's expectations, while perception is represented by the space between those lines. Thus, it is quite simple to identify the discrepancy between customer's perception and expectations as illustrated in Figure 2 (Permatasari & Haksama, 2015).

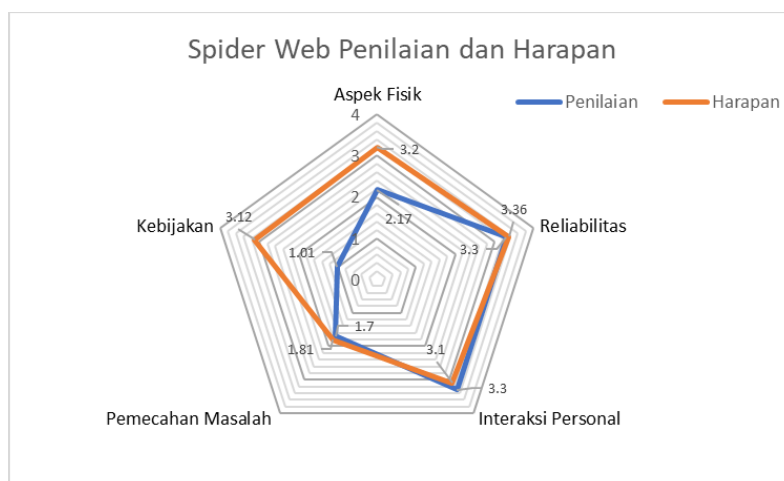


Figure 2. Example of Spider Web

2.2 Data Collection

The data used in this study were collected directly from respondents (customers) at Janji Jiwa and Neph Coffee & Eatery through questionnaires from January-February 2024. The following sections describe the sampling method used to determine the respondent and sample size, as well as the design of the questionnaire.

2.2.1 Population, Sampling, and Sample Size

Refer to Sugiyono, a population is a defined group of objects or individuals with specific attributes selected for study and analysis. (Roflin, Liberty, & Pariyana, 2021). The study focused on Cikarang residents aged 15 to 64 who had visited Neph Coffee & Eatery and Janji Jiwa at least three times. The sampling method used was purposive sampling, considering specific factors relevant to the population (Suriani, Risnita, & Jailani, 2023). This study's sample size was determined using the Slovin formula as shown in Equations (3) and (4).

$$n = \frac{N}{(1+N.e^2)} \quad (3)$$

$$N = \text{Number of population} \times \% \text{ productive age of population} \quad (4)$$

Referring to Slovin's calculation above, 100 samples were collected for each Janji Jiwa and Neph Coffee & Eatery.

2.2.2 Questionnaire Design

In this step, identifying variables are analyzed based on customer perceptions on their experiences of Janji Jiwa and Neph Coffee Shop products and services that have been adjusted to the circumstances of the coffee shops. The survey form using a Likert scale from 1 (strongly disagree/very unimportant) to 5 (strongly agree/very important).

2.3 Data Analysis

Data analysis is done to determine customer satisfaction and the evaluation of service quality between the independent coffee shop and the franchise coffee shop based on the questionnaire response data. Confirmatory Factor Analysis (CFA) is carried out to ascertain the influence on each variable of the service

quality dimension. Afterward, the Customer Satisfaction Index (CSI) is used to analyse the satisfaction level, along with the SERVQUAL gap used to ascertain the difference between customer expectations and perceptions. To understand more about service quality, a spider-web diagram was performed as a visualization to compare the perceptions and expectations in each of the two coffee shops. The final step in the study is to evaluate the hypothesis using multiple linear regression and an independent sample t-test.

2.4 Research Model

The study aimed to identify the difference in customer satisfaction between independent and franchised coffee businesses. Therefore, it is assumed that there is a probability of differences in customer satisfaction between the two coffee shops and the influence of service quality on customer satisfaction. The research model is demonstrated in Figure 3.

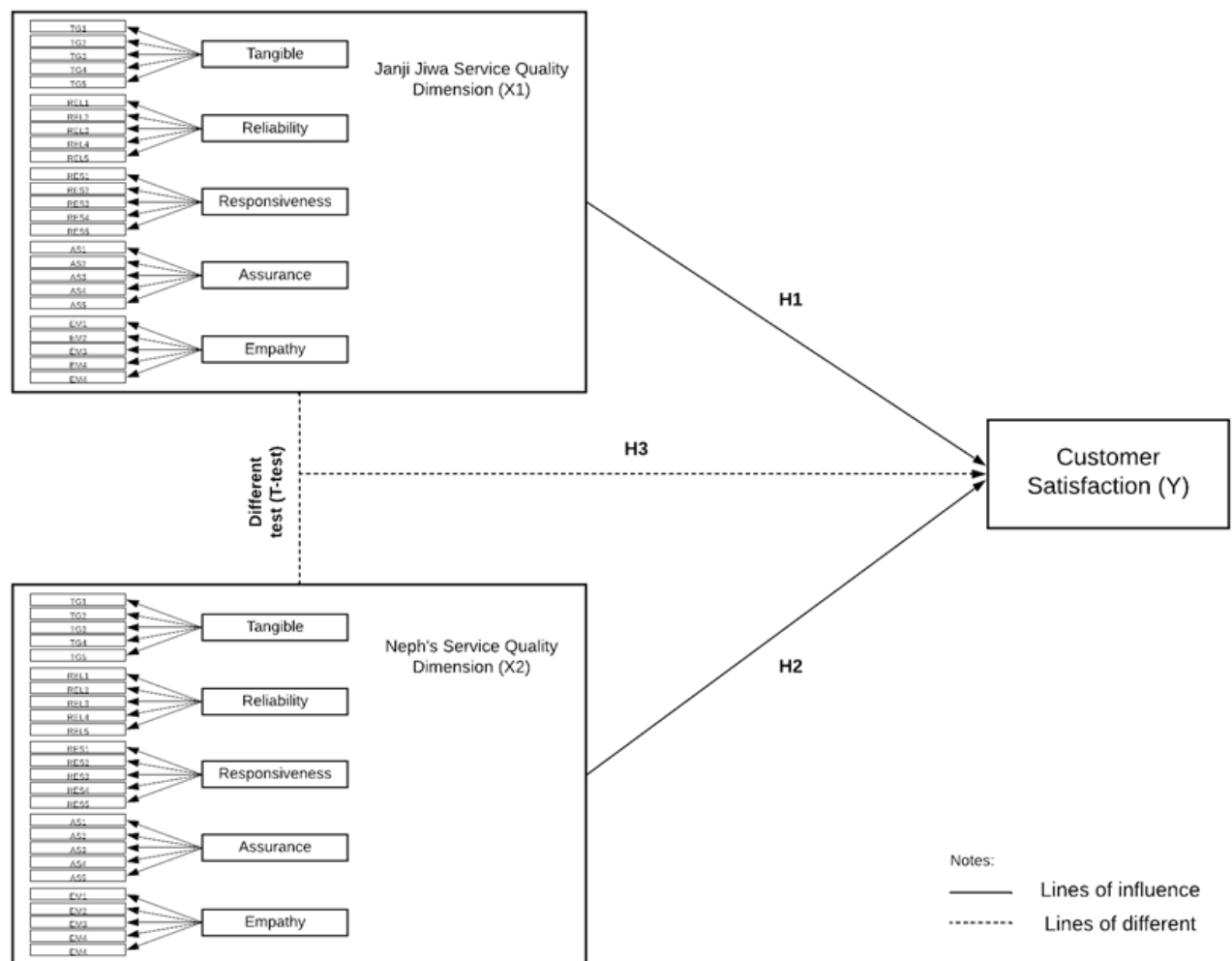


Figure 3. Research Model

Based on the framework of the research model, the hypotheses can be formulated:

H₁ (1) = There is a significant influence on Janji Jiwa Cikarang's service quality toward customer satisfaction

H₁ (2) = There is a significant influence on Neph Coffee & Eatery's service quality toward customer satisfaction

H₁ (3) = There is a significant difference of customer satisfaction between Neph Coffee and Janji Jiwa Cikarang.

3. Result and Discussion

3.1 Instrument of Tests

3.1.1 Validity Test

The research instrument's validity was tested using SPSS software and the first 30 pilot samples. The value of r table for 30 samples at the 5% significance level is 0.361 ($df=n-2$). A value is considered valid if r counts $>$ r table (Purnomo, 2016). In the first validity test of service quality variables two question items were invalid due to inconsistent responses in Neph Coffee's expectation indicator. These items were removed, and the validity test was rerun (Purnomo, 2016).

3.1.2 Reliability Test

The instrument test measures reliability using Cronbach's alpha method and SPSS calculations. Instruments are considered reliable if the Cronbach value $>$ 0.60 (Sürücü & Maslakci, 2020). Table 3 presents the result of all research instruments that are reliable for research data.

Table 3. Reliability Test Result

Variable	Janji Jiwa Cikarang		Neph Coffee & Eatery		Result
	r calculate expectation	r calculate perception	r calculate expectation	r calculate perception	
Tangible	0.707	0.747	0.756	0.632	Reliable
Reliability	0.860	0.854	0.860	0.880	Reliable
Responsiveness	0.856	0.827	0.917	0.858	Reliable
Assurance	0.857	0.849	0.898	0.880	Reliable
Empathy	0.897	0.833	0.919	0.933	Reliable
Cust. Satisfaction	0.868		0.950		Reliable

3.2 Respondents' Descriptive

The questionnaire results revealed that the majority of respondents were aged 21-30, with Janji Jiwa at 56% and Neph Coffee at 63%. The majority were female, with Janji Jiwa at 57% and Neph Coffee at 58%. The majority of Janji Jiwa respondents had monthly expenses exceeding Rp3.000.000, while Neph Coffee respondents had expenses between Rp500.000 and Rp1.500.000. The majority of both respondents were students, private employees, high school students, entrepreneurs, and freelancers.

3.3 Confirmatory Factor Analysis

Confirmatory factor analysis is the process of determining dimensions that represent latent variables in a research model (Laili & Otok, 2014). This study employed CFA to determine whether the SERVQUAL dimension by Parasuraman is relevant for measuring service quality at Janji Jiwa and Neph Coffee & Eatery.

3.3.1 Janji Jiwa

The instrument, consisting of 23 questions, can be detailed as follows: 3 points for tangible dimensions, 5 points for reliability, 5 points for responsiveness, 5 points for assurance, and 5 points for empathy. Based on the first model, there are several indicators with a loading factor value of $<$ 0.5: specifically, the RE1 RE4 indication on reliability, RS3 on responsiveness, AS4 AS5 on assurance, and EM2 EM4 on empathy. Therefore, invalid data is eliminated from the model and then reconstructed. Figure 4 displays the results of the new construct model, revealing that each manifest variable significantly influences each latent variable.

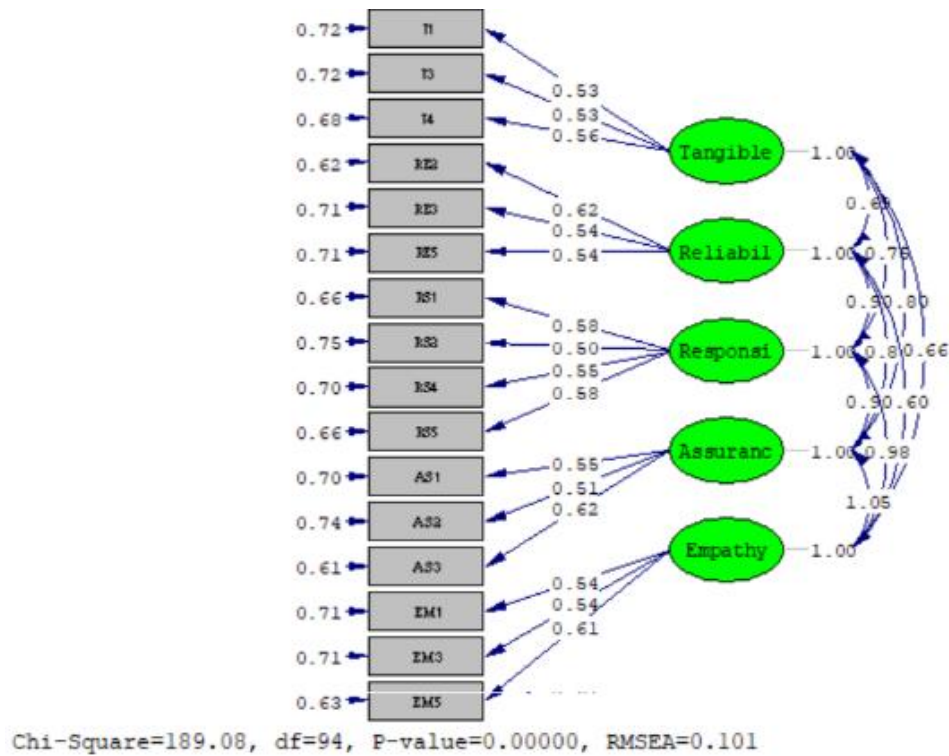


Figure 4. SERVQUAL Dimension Model of Janji Jiwa

3.3.2 Neph Coffee & Eatery

The research on service quality measures offers 23 questions, same as Janji Jiwa. Based on the first model, there are various indicators with a loading factor value of < 0.5 , specifically the RE1 indication on reliability, RS3 and RS5 on responsiveness, and EM2 on empathy. Therefore, invalid data is eliminated from the model and then reconstructed again. Figure 5 displays the results of the new construct model, revealing that each manifest variable significantly influences each latent variable.

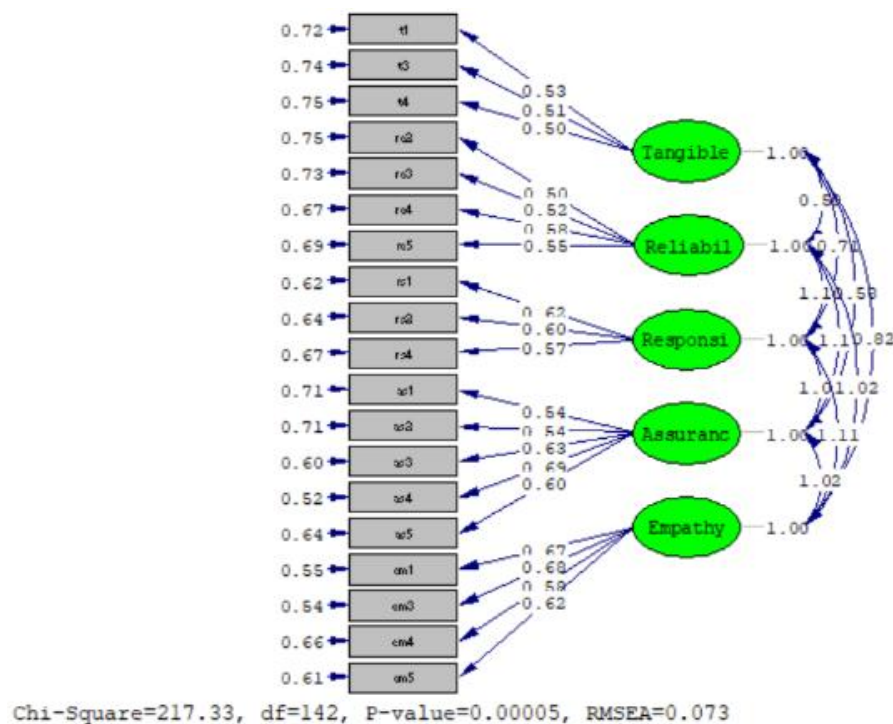


Figure 5. SERVQUAL Dimension Model (Neph Coffee & Eatery)

3.4 Customer Satisfaction Index

This section examines the CSI technique (customer satisfaction index) as a method of measuring customer satisfaction towards service quality. It is essential to measure customer satisfaction to determine how satisfied customers are with the services the café offers. The following calculation is conducted to determine the level of CSI in Janji Jiwa:

$$CSI = \frac{425.933}{5} \times 100\% = 85\%$$

Afterwards, determine Neph Coffee's customer satisfaction rating with the same formula as above.

$$CSI = \frac{427.235}{5} \times 100\% = 85\%$$

The results show that CSI of both Janji Jiwa and Neph Coffee's service quality has reached 85%. According to interpretation of CSI value, the percentage of 85% indicates that most customers are very satisfied.

3.5 Service Quality Gap Analysis

This section analyzes service quality of Janji Jiwa and Neph Coffee & Eatery based on five dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy by calculating the gap between perceived value (P) and expectation value (E).

3.5.1 Janji Jiwa

Based on the SERVQUAL calculation, the average total value at Janji Jiwa is -0.229, with tangible aspects having the highest gap (-0.300) and reliability having the lowest gap (-0.130) as shown in Table 4. It is noticeable that the total perception value is lower than the expectation value which causes the negative gap or the service quality is unsatisfactory.

Table 4. SERVQUAL Gap of Janji Jiwa

No	Dimension	Perception	Expectation	Gap
1	Tangible	4.110	4.410	-0.300
2	Reliability	4.327	4.457	-0.130
3	Responsiveness	4.223	4.457	-0.233
4	Assurance	4.327	4.537	-0.210
5	Empathy	4.300	4.570	-0.270
Mean Total		4.257	4.486	-0.229

3.5.2 Neph Coffee & Eatery

Furthermore, the average total value of the SERVQUAL gap at Neph Coffee is -0.366, with tangible aspects having the highest gap (-0.607) and reliability having the lowest gap (-0.273), as shown in Table 5. It is noticeable that the total perception value is lower than the expectation value, leading to a negative gap or unsatisfactory service quality.

Table 5. SERVQUAL Gap of Neph Coffee & Eatery

No	Dimension	Perception	Expectation	Gap
1	Tangible	3.960	4.567	-0.607
2	Reliability	4.327	4.600	-0.273
3	Responsiveness	4.373	4.687	-0.313
4	Assurance	4.313	4.670	-0.357
5	Empathy	4.383	4.663	-0.280
Mean Total		4.271	4.637	-0.366

3.6 Spider Web Diagram Analysis

Analysis using spider web diagram is necessary to obtain an accurate visualization of the difference between perception and expectation values of service quality dimension from SERVQUAL gap results of Janji Jiwa and Neph Coffee & Eatery, as shown in Figure 6. The diagram on the left shows a gap between perception and expectation for Janji Jiwa's services, with expectations is higher than perception value. Assurance and reliability have the highest perception values, but reliability has the smallest gap (-0.130), indicating perceptions closely align with expectations. Empathy ranks highest in expectation, highlighting its importance to customers, as they value personalized service from staff.

Furthermore, the spider web on the right highlights a gap between perception and expectation for Neph Coffee & Eatery services, with expectations also being higher. Reliability has the highest perception value and the smallest gap (-0.273), indicating it closely aligns with expectations which also same as Janji Jiwa. Responsiveness ranks highest in expectation, emphasizing the importance of quick and accurate service to customers.

Both coffee shops show that the expectation value is higher than the perception value, indicating that Janji Jiwa and Neph Coffee's service quality is insufficient to meet customer expectations, even though the CSI (perception value) analysis shows an 85% customer satisfaction, corresponding to "very good" satisfaction levels. Thus, this spider web helpful for owners to view the service quality from customer's perspectives and can consideration to take action to improve areas that SERVQUAL found to be inadequate or unsatisfactory.

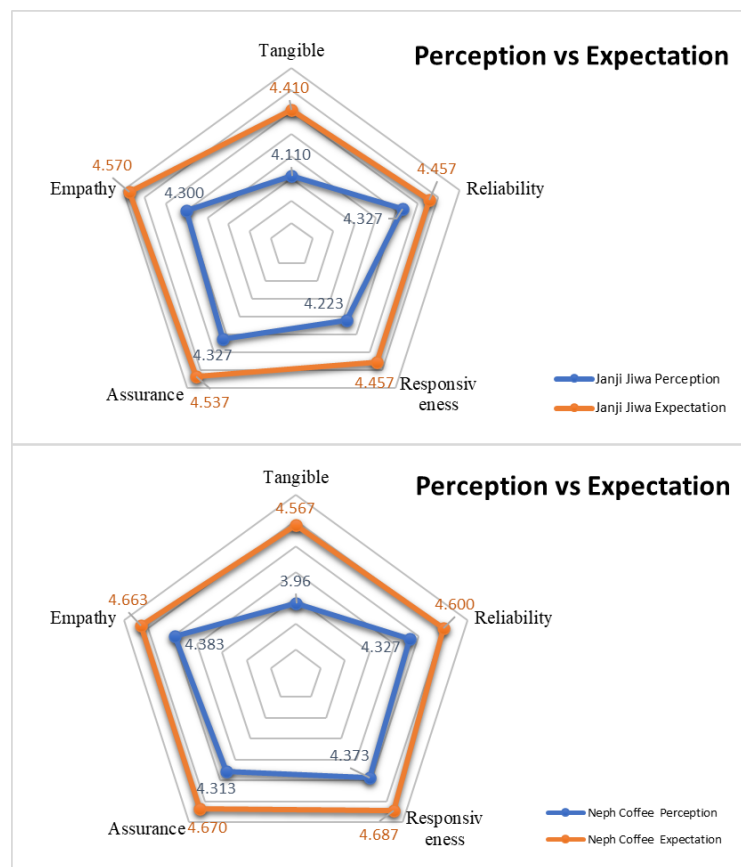


Figure 6. Spider-web Diagram of Janji Jiwa and Neph Coffee & Eatery

3.7 Classic Assumption Tests

This section calculates the normality, multicollinearity, and heteroscedasticity tests, which are requirements for multiple linear regression analysis, before continuing to the hypothesis testing. Based on the results, all tests passed the requirements.

3.8 Hypothesis Testing

Hypothesis testing in this study was carried out using two methods: multiple linear regression and paired sample t-test.

3.8.1 Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis to determine the effect of more than one independent variable on one dependent variable. The hypothesis is accepted if the significance (sig.) value is less than 0.05. This method is used to solve hypothesis H₁ (1) and H₁ (2).

H₁ (1) = There is a significant influence on Janji Jiwa's service quality toward customer satisfaction

H₁ (2) = There is a significant influence on Neph Coffee & Eatery's service quality toward customer satisfaction

3.8.1.1 Janji Jiwa

According to Table 6, the sig. The column shows that empathy has a strong impact on customer satisfaction at Janji Jiwa, whereas tangible qualities, reliability, responsiveness, and assurance statistically have no significant influence on consumer satisfaction (significance level > 0.05). It can be said that empathy plays an important role in influencing customer satisfaction among Janji Jiwa's customers. This is also in accordance with SERVQUAL gap analysis which shows the highest value of empathy expectations compared to other dimensions.

Table 6. Multiple Linear Regression Analysis of Janji Jiwa

Model	Unstandardized Coefficients		Std. Coefficients	Sig.
	B	Std. Error	Beta	
1 (Constant)	4.827	1.257		0.000
Tangible (X1)	0.133	0.080	0.159	0.100
Reliability (X2)	0.032	0.086	0.036	0.714
Responsiveness (X3)	-0.122	0.093	-0.144	0.192
Assurance (X4)	0.113	0.109	0.120	0.302
Empathy (X5)	0.490	0.103	0.513	0.000

Additionally, the ANOVA result shows the significant p value < 0.05. As a result, the hypothesis H₁ (1) "Janji Jiwa's service quality influences customer satisfaction" can be accepted, but only through empathy (refer to the significant column in Table 6). Other variables like tangible, reliability, responsiveness, and assurance not showing significant influence. The study found that 37.4% (R square) of service quality can impact customer satisfaction at Janji Jiwa, with the remaining 62.6% influenced by unexplained factors as seen in Table 8.

Table 7. ANOVA result of Janji Jiwa

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	75.228	5	15.046	11.217	.000 ^b
Residual	126.082	94	1.341		
Total	201.310	99			

a. Dependent Variable: Cust Satisfaction (Y)

b. Predictors: (Constant), Empathy (X5), Tangible (X1), Reliability (X2), Assurance (X4), Responsiveness (X3)

Table 8. Coefficient Determination Result of Janji Jiwa

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	0.374	0.340	1.15814

a. Predictors: (Constant), Empathy (X5), Tangible (X1), Reliability (X2), Assurance (X4), Responsiveness (X3)

3.8.1.2 Neph Coffee & Eatery

In Table 9, the sig. columns demonstrate that empathy significantly influences customer satisfaction at Neph Coffee, while for tangible, reliability, responsiveness, and assurance statistically have no significant influence on consumer satisfaction (sig. > 0.05). The result has similarities with Janji Jiwa's result. However, although customers have high expectations of responsiveness (SERVQUAL gap result), empathy may have a more significant impact on Neph Coffee & Eatery's customer satisfaction.

Table 9. Multiple Regression Analysis of Neph Coffee & Eatery

Model		Unstandardized Coefficients		Std. Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.680	1.232		0.004
	Tangible (X1)	0.051	0.071	0.067	0.472
	Reliability (X2)	0.086	0.101	0.097	0.394
	Responsiveness (X3)	0.129	0.130	0.128	0.324
	Assurance (X4)	0.149	0.115	0.150	0.198
	Empathy (X5)	0.279	0.125	0.300	0.027

The ANOVA shows the significant p value < 0.05. Therefore, the hypothesis H₁ (2) "Neph's service quality influences customer satisfaction" can be accepted, but only through empathy (based on sig. column Table 9). Other variables like tangible, reliability, responsiveness, and assurance not showing significant influence. Along with this, the study found that 38.4% (R square) of service quality can impact customer satisfaction at Janji Jiwa, with the remaining 61.6% influenced by unexplained factors as seen in Table 11.

Table 10. ANOVA result of Neph Coffee & Eatery

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.394	5	16.479	11.717	.000 ^b
	Residual	132.196	94	1.406		
	Total	214.590	99			

a. Dependent Variable: Cust Satisfaction (Y)

b. Predictors: (Constant), Empathy (X5), Tangible (X1), Reliability (X2), Assurance (X4), Responsiveness (X3)

Table 11. Coefficient Determination Result of Neph Coffee & Eatery

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620 ^a	0.384	0.351	1.18589

a. Predictors: (Constant), Empathy (X5), Tangible (X1), Reliability (X2), Assurance (X4), Responsiveness (X3)

3.8.2 Independent Sample T-test

H₁ (3) = There is a significant difference of customer satisfaction between Neph Coffee and Janji Jiwa

The comparison test is utilized to solve the third hypothesis H₁ (3), which is to know whether there is a difference in the levels of customer satisfaction at Janji Jiwa Cikarang and Neph Coffee. If the result reveals a significant value smaller than 0.05 means that there is a difference in customer satisfaction levels at Janji Jiwa and Neph Coffee.

Table 12 depicts SPSS results for independent sample t-tests. Levene's test results show 0.997 (p-value > 0.05) indicating that the variance of both samples is equal. T-test results show no significant difference with a significant value is 0.776 (p > 0.05). Thus, the conclusion is that the hypothesis H₁ (3) is rejected or "There is no significant difference of customer satisfaction between Neph Coffee and Janji Jiwa". This is consistent with the CSI result of 85% for both coffee shops.

Table 12 Independent Sample T-test Result

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean	Std. Error Difference
Test Results	Equal variances assumed	0.001	0.977	-0.286	198	0.776	-0.25000	0.87555
	Equal variances not assumed			-0.286	197.658	0.776	-0.25000	0.87555

4. Conclusion

This study found there is no significant difference between an independent coffee shop (Neph Coffee) and a franchise coffee shop (Janji Jiwa). According to the customer satisfaction index (CSI), both coffee shops' customer satisfaction ranks in the very satisfied (85%) category. However, the SERVQUAL results show a negative gap, with the gap result in Janji Jiwa is -0.299 and Neph Coffee is -0.366. This also aligns with spider web diagram's results that display the higher expectation value than perception value which indicates that the services provided have not been able to meet customer expectations.

Moreover, the research finds that empathy is the most critical dimension among others for customer satisfaction of both Janji Jiwa and Neph Coffee. This is evidenced by multilinear regression results with significant values that are lower than 0.05. Empathy is conceptualized through personalized services, which customers perceive as distinctive and unique to the respective companies. Thus, it is essential for Janji Jiwa and Neph Coffee & Eatery to enhance their service quality, especially on empathy indicators.

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