

THE NEXUS AMID SERVICE QUALITY OF BRAND COFFEE SHOP AND CUSTOMER SATISFACTION -A STUDY OF COSTA COFFEE AT DELHI (INDIA)

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ABSTRACT

There are numerous coffee shops in Delhi, one of which is Costa Coffee. This coffee shop dares to compete with local Delhi coffee shops as well as national or international brands due to its uniqueness, namely the quality of the coffee beans, brewing, taste, and friendliness of the barista's communication. The goal of this study was to assess Costa Coffee's performance in the city of Delhi based on customer satisfaction. Customer satisfaction is based on the quality of service provided, as measured by physical evidence, dependability, responsiveness, assurance, and empathy. A survey was used to collect the data. Purposive sampling was used in the sampling technique, with up to 97 people responding. The effect of the five service quality variables on customer satisfaction was investigated using multiple regression analysis. The findings revealed that Costa Coffee's service quality had a positive and significant effect on customer satisfaction. Although costa coffee customers in Delhi are satisfied with the quality of service provided by costa coffee, it is critical to improve the quality of existing physical facilities as well as interior and exterior decorations, given that competition among coffee providers in Delhi is based not only on the taste of coffee but also on the facilities and entertainment to satisfy customers.

Keywords: Costa coffee, customer satisfaction, Delhi, service quality.

BACKGROUND

Business competition in the era of the covid-19 pandemic has caused business managers to become better at serving their customers because understanding and serving consumers on target will provide consumers with satisfaction. Giving satisfaction is difficult, but it is necessary in order for customers to return and become loyal. Satisfaction, according to Rangkuti (2017), is an emotional response felt by customers when they enjoy the experience of using or consuming products/services. Thus, customer satisfaction is also defined as a person's level of feelings after comparing his performance or results to his expectations (agustinawati, 2016). Customers will be satisfied if the company has fulfilled their wishes as expected. With the added value of a product, the customer is more satisfied and becomes a long-term customer (fatihudin & firmansyah, 2019).

Despite the fact that we are still in the midst of the covid-19 pandemic, the coffee shop is rapidly expanding in the city of Delhi (databoks, 2018). In terms of its history, the city of Delhi already has a variety of coffee shops, ranging from coffee shops with international and national brands to home coffee shops. Today's coffee shops in Delhi include international brands such as Starbucks, Excelso,

The Coffee Bean & Tea Leaf, Black Canyon Coffee, Dunkin Donuts, and others, as well as national brands such as j.co and Tanamera. There are also many different types of coffee shops, such as old coffee and many more. Due to the rapid growth of coffee trends, many new coffee businesses, such as Lain Hati Coffee, have emerged. Moreover, simpler coffee shops, such as home coffee shops, are expanding, for example, amo coffee, unsilent, co-style, and so on.

The level of coffee consumption is increasing, and the phenomenon of the growth of coffee shops demonstrates that the coffee business in the city of Delhi is rapidly growing and is viewed as a business opportunity by coffee businessmen; this has even become an attraction for coffee businesses from other regions such as the NCR to compete in this business competition. The people of Delhi can enjoy coffee at Costa Coffee. One of the benefits of aceh coffee is that it has a very strong taste, a low acidity level, and a slightly spiced blend. The taste of coffee, which is strong but not bitter, is what distinguishes aceh coffee from other regional coffees such as java and sulawesi. Costa coffee owners believe they can compete with other modern coffee shops in Delhi due to the presence of costa coffee, albeit with simpler management and the ability of local baristas from the Aceh area.

Competition excellence is inextricably linked to the expertise of a barista, who is the key to success in providing enjoyment with every coffee served. As a result, baristas must have special and distinct competencies in order to provide a distinctive and distinct coffee taste when compared to other coffee shops. Despite the fact that traditional coffee baristas in the Aceh region do not use modern tools such as international brand coffee and contemporary coffee, aceh coffee baristas can present a unique and distinct taste that Delhi residents are interested in (Michelli, 2007). Furthermore, how to mix Aceh's delectable coffee, which must be made in a traditional manner without the use of a modern coffee maker. The use of this traditional technique will allow consumers to experience a distinct flavour of coffee that is distinct from machine-brewed coffee. As a result, every costa coffee requires a barista who is skilled at blending coffee.

Competence is defined as the ability to carry out or perform a job or task based on skills and knowledge, as well as the work attitude required by the job (wibowo in affandi et al., 2021).

Competence is a skill, knowledge, fundamental attitude, and value that a person possesses and is reflected in the ability to think and act consistently. Work competence, according to uu no. 13 of 2003 concerning employment, is an individual's workability that includes aspects of knowledge, skills, and work attitudes measured against established standards. In addition to being able to make coffee, baristas at Costa Coffee must be able to multitask and serve customers quickly and precisely. Because barista work activities focus on direct customer service, baristas must be able to communicate and interact with customers. Taking orders, making various drinks to order, rechecking the suitability of orders, knowing consumer opinions about the taste of the coffee made, serving, and even being a cashier are all examples of interactions. As a result, costa coffee baristas must be capable of providing the best service to customers.

Consumer satisfaction at Costa Coffee is influenced not only by the quality of the coffee and the barista service, but also by the coffee shop's overall service. Food quality, employee service, comfort in the situation or store atmosphere, store operating hours, and entertainment or games offered are all part of the overall service. Service quality is the expected level of excellence and control over that

level of excellence in order to meet the desires of customers. Because of the interaction between customers and the coffee shop, service quality can have an impact on customer satisfaction. According to the concept of consumer satisfaction, which states that satisfaction can be achieved if the work or perceived results meet consumer expectations, whether or not the services provided will have a significant impact on customer satisfaction. The availability of various products that are offered, not only aceh coffee, but some costa coffee also offers aceh specialties such as aceh noodles and martabak aceh, which have different and distinctive flavours for each, demonstrates the quality of service provided by costa coffee. The store. Each coffee shop's situation is also unique; there are ordinary coffee shops and those that try to maximise comfort by adding different paintings and colours to the interior of the shop, and some even try to maximise eye-catching on the shop nameplate installed outside the shop.

Aside from that, some coffee shops provide entertainment games such as gable and chess to entice customers to stay longer and order more drinks or food. Coffee shops with enough space and funds also offer acoustic music and karaoke entertainment to create a sense of comfort, happiness, and impression when enjoying the costa coffee menu. Costa Coffee's efforts to maximise service quality and increase customer satisfaction are important to implement because when a coffee shop provides good service, the level of consumer satisfaction rises. Increased consumer satisfaction will lead to increased repurchases and loyalty, increasing Costa Coffee's competitiveness against local Delhi coffee shops and other modern coffee shops.

Service quality is the expected level of excellence and control over that level of excellence in order to meet the desires of customers (tjiptono & chandra, 2016). According to Lupiyoadi in Indrasari (2019), service quality is the distance between customers' expectations and reality for the services they receive. Services that consistently exceed expectations will satisfy customers.

Satisfaction reflects a person's evaluation of the performance of a service/product and is an important factor in satisfying and retaining customers. Customer satisfaction is regarded as one of the most accurate predictors of future profits. One of the reasons for increased focus on customer satisfaction is that attracting new customers is much

more expensive than retaining current customers (tjiptono, 2018).

Previous research, such as Murad and Ali's (2015), shows that there is a link between service quality and customer satisfaction. According to the findings of taseng and wijayangka (2017), service quality, which includes tangible, reliable, responsive, assurance, and empathy variables, affects consumer satisfaction. Suatmodjo (2017) discovered that service quality has an impact on customer satisfaction. According to the findings of mu'tashim and slamet (2019), product and service quality influence consumer satisfaction. Monther and Mahadevan (2019) discovered that all service quality variables have a significant effect on customer satisfaction. Based on previous research, the hypotheses in this study are:

Ho: there is no positive and significant effect between service quality and customer satisfaction at costa coffee, Delhi.

Ha: there is a positive and significant effect between service quality and customer satisfaction at costa coffee in, Delhi.

RESEARCH METHODS

This study employs descriptive research, with the population consisting of Delhi residents who have visited and enjoyed the menu and services of Costa Coffee in Delhi. The sampling technique used in this study was a non-probability sampling technique (sugiyono, 2016). With a total sample of 97 respondents, the non-probability sampling technique used in this study is a purposive sampling technique. The sample criteria include being at least 17 years old and having visited and purchased from Costa Coffee in Delhi at least twice in the last three months. A questionnaire with a Likert scale was used to collect data in this study. Using descriptive statistical techniques, test validity, reliability, the classical assumption test, and multiple linear regression analysis, the data will be analysed.

Result and discussion

Hypothesis test

Table 1. T-test

Variable	T	Sig.	Description
Physical evidence (x ₁)	2,584	0,011	H _a accepted
Reliability (x ₂)	2,267	0,026	H _a accepted
Responsiveness (x ₃)	3,318	0,002	H _a accepted
Assurance (x ₄)	2,219	0,029	H _a supported
Empathy (x ₅)	2,247	0,027	H _a supported

According to table 1, the physical evidence variable has a significance value of 0.011, which is less than 0.05, and a positive t-count value of 2.584, which is greater than t-table 1.98638.

According to the findings, physical evidence has a partially positive and significant effect on customer satisfaction at Costa Coffee in Delhi.

The reliability variable has a significance value of 0.026, which is less than 0.05, and a positive t-count value of 2.267, which is greater than t-table 1.98638. Based on these findings, it is concluded that dependability has a partially positive and significant effect on customer satisfaction at Costa Coffee in Delhi.

The responsiveness variable has a significance value of 0.002 less than 0.05 and a positive t-count value of 3.318, which is greater than t-table

1.98638. According to the findings, partial responsiveness had a positive and significant impact on customer satisfaction at Costa Coffee in Delhi.

The assurance variable has a significance value of 0.029, which is less than 0.05, and a positive t-count value of 2.219, which is greater than t-table 1.98638. According to these findings, assurance has a partially positive and significant effect on customer satisfaction at Costa Coffee in Delhi.

The empathy variable has a significance value of 0.027, which is less than 0.05, and a positive t-count value of 2.247, which is greater than the t-table of 1.98638. Based on these findings, it can be concluded that empathy has a partially positive and significant effect on customer satisfaction at Costa Coffee in Delhi.

Table 2. F-test

Model	F	Sig.	Description
1	48,998	0,000	H _a accepted

According to table 2, the significance value is 0.000, which is less than 0.05, and the positive calculated f value is 48.998, which is greater than f table 2.31. (ghozali, 2016). These findings concluded that the variables of physical evidence, dependability, responsiveness, assurance, and empathy all have a significant effect on customer satisfaction at the same time. This suggests that the quality of service has a positive and significant impact on customer satisfaction at Costa Coffee in Delhi.

CUSTOMER SATISFACTION AT THE COSTA COFFEE

The findings of tests and discussions show that service quality has a positive and significant impact on customer satisfaction at Costa Coffee in Delhi. As a result, the higher the level of satisfaction felt by the customer, the higher the quality of service provided. Murad and Ali (2015) conclude that there is a relationship between service quality and customer satisfaction, which supports the findings of this study.

Customer satisfaction is heavily influenced by service quality. Customers are more satisfied when the products and services they receive are of high quality (firmansyah, 2018). Customer satisfaction can increase profits for Aceh's coffee shops in Delhi. As a result, the owner or manager of Costa Coffee must understand the needs, desires, and expectations of customers for service quality, which will affect customer satisfaction. According to Kaihatu et al. (2015), if a company is able to improve the quality of its services, the company will meet customer expectations automatically. The customer will be satisfied if the company meets their expectations. The existence of a relationship between service quality and customer satisfaction indicates that customers are pleased with Costa Coffee's services in Delhi. Physical evidence, dependability, responsiveness, assurance, and empathy are all service quality dimensions. This is also known to have a positive and significant impact on customer satisfaction at Costa Coffee in Delhi (riyanto & hatmawan, 2020).

The findings obtained for the physical evidence variable show that on average, consumers agree and rate well the appearance of physical facilities, equipment, personnel, and communication materials in Costa Coffee. The average consumer agrees that the room facilities (ibrahim et al., 2018), physical furniture (tables, chairs, cutlery), and costa

coffee decorations are in good and clean condition when detailed in each statement. That is, customers are satisfied with the services provided by Costa Coffee. Furthermore, most customers believe that other baristas and coffee shop employees are clean, tidy, and well-dressed. That is, customers value the appearance of Costa Coffee employees. Costa coffee menu lists, on average, provide detailed product information, prices, and sample product images, according to consumers. Furthermore, the average consumer believes that the equipment used can assist the barista in serving coffee drinks. This means that customers believe that the equipment available can support the barista's work in making coffee drinks. Some consumers, however, disagree and cast doubt on the statement regarding the physical evidence variable. There is a possibility that the costa coffee visited by the consumer has poor rooms, equipment, or conditions, and does not provide a menu list, causing consumers to be uneasy about the physical facilities, equipment, personnel, and communication materials in the costa coffee. The findings obtained in the reliability variable show that on average, consumers agree and rate well the ability of Costa Coffee employees to perform the promised services reliably and accurately. If each statement is repeated, the average consumer agrees that Costa Coffee served orders exactly as they were requested by customers. That is, customers believe that whatever orders are placed, they will receive what they expect. In addition, the average consumer agrees that Costa Coffee served customers on time or quickly.

That is, customers believe they will not have to wait long to receive their orders. Furthermore, the average consumer agrees that Costa Coffee delivers services as promised and on time. That is, customers evaluate Costa Coffee's services as promised. However, some customers disagree and call the statement on the reliability variable into question. There is a chance that the consumer waits too long for his order and receives an order that does not match. This could be due to the negligence of a Costa Coffee employee, or it could be due to the consumer's ignorance of the product ordered, or the consumer does not ensure in advance whether the order is by what the consumer thinks or not. As a result, customers believe that Costa Coffee does not provide the promised service consistently and accurately.

The findings from the responsiveness variable show that, on average, consumers agree and rate well the

willingness of Costa Coffee employees to assist customers and provide quick service.

When each statement is detailed, the average consumer agrees that each coffee provides quick service. This means that customers expect to be served immediately by Costa Coffee employees when they visit the store. Furthermore, the average consumer believes that Costa Coffee is always eager to assist customers. This means that customers believe Costa Coffee employees are always helpful in handling orders and customer complaints. Other coffee shops, according to the average consumer, are never too busy to respond to customer requests. This means that Costa Coffee employees will always respond to customers, even if they are working. Furthermore, the average consumer agrees that Costa Coffee informs customers about when the service will be performed. Some consumers, however, disagree and cast doubt on the statement regarding the responsiveness variable. If Costa Coffee employees have been serving customers, it is possible that they will not respond well. This can occur as a result of errors made by Costa Coffee employees who are unconcerned about customers. However, it is possible that this is due to the overcrowding of visitors, making it difficult for Costa Coffee employees to respond to all consumer requests.

In the assurance variable, the findings show that the average consumer agrees and evaluates both employee knowledge and courtesy, as well as the company's and its employees' ability to inspire consumer trust and comfort (Zeithaml et al., 2006). When each statement is detailed, the average consumer agrees that Costa Coffee baristas appear to be trained, competent, and experienced in making coffee. This means that customers believe Costa Coffee baristas can properly mix coffee. Other baristas and coffee shop employees are polite and friendly to all customers, according to the average consumer. That is, customers are treated well by Costa Coffee employees. Furthermore, the average consumer believes that Costa Coffee can build customer trust. On average, customers agree that other baristas and coffee shop employees answer questions and provide clear information. Furthermore, the average consumer agrees that Costa Coffee serves clean and sanitary food and beverages. However, some customers are sceptical of the statement about the guaranteed variable.

Customers may encounter unfavourable treatment, such as a curt attitude from Costa Coffee

employees; this could also be due to the food and beverages served being deemed less secure.

As a result, customers believe that Costa Coffee employees are less capable of instilling trust in both buyer-seller relationships and guarantees for the food and drinks served. The results of the empathy variable show that the average consumer agrees with and evaluates the company's understanding and individual attention to its customers. If each statement is more specific, the average consumer agrees that Costa Coffee has convenient operating hours for customers. This means that Costa Coffee's operational time is what customers expect. The average customer agrees that Costa Coffee employees are attentive to customer needs and desires. Furthermore, the average customer believes Costa Coffee is serious about putting the customer first. This means that Costa Coffee always prioritises the needs of its customers. Furthermore, consumers generally agree that other baristas and coffee shop employees pay personal attention to customers. However, some customers disagree and question the statement regarding the empathy variable. It is possible that consumers do not receive the attention of Costa Coffee employees, such as those who do not directly provide equipment (tissues, spoons, etc.), leaving them feeling unnoticed by the company.

CONCLUSION

The findings of the research and discussion show that the company's service quality is effective in increasing customer satisfaction. Physical evidence, dependability, responsiveness, assurance, and empathy are all factors that influence consumer satisfaction. As a result, company management must evaluate these factors in order to improve service quality and achieve customer satisfaction. However, there are some aspects of service quality that have yet to maximise customer satisfaction. According to the results of multiple linear regression, one of the five variables most capable of increasing customer satisfaction is responsiveness. Costa Coffee must still consider the responsiveness factor. Costa Coffee can improve its responsiveness by always being willing to help customers and provide quick service, as well as by increasing the responsiveness or responsiveness of employees to serve customers. The second factor is that reliability must be maintained and improved in order for the services to be as promised, reliable, and accurate. The competence of baristas, in particular, needs to

be improved so that the beverage blends served can satisfy customers. Costa Coffee should consider the third factor, empathy, because it can make customers feel cared for and cared for. Costa coffee service will run smoothly and with quality if empathy is used, so this must be maintained and even improved.

The physical evidence variable and the guaranteed variable are still not optimised. As a result, other coffee shops should pay more attention to physical evidence, specifically the facilities and equipment provided. If customers believe that the location, facilities, and conditions of Costa Coffee are inadequate or make them uncomfortable, they may be disappointed and unsatisfied. As a result, Costa Coffee must pay attention and improve. Costa Coffee can ensure that facilities such as tables and

chairs are in good working order and are safe to use. Costa coffee can also be used to decorate the area, making it more comfortable for customers.

Furthermore, Costa Coffee should improve the guaranteed factor. The provision of services necessitates the certainty of the services provided (wiranata, 2020). Guarantees from employees who provide services determine the form of certainty, so that people who receive services feel satisfied and believe that all forms of service affairs are carried out thoroughly and completed with speed, accuracy, convenience, and smoothness. Customers may believe in Costa Coffee as a result of this. As a result, Costa Coffee must provide guarantees to customers in order for them to remain satisfied with the company's services.

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