Efforts to Improve Service Quality at Skenario Kopi Cafe Based on Consumer Needs Using Quality Function Deployment

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KEYWORDS	ABSTRACT
Voice of Customer; Quality Function Deployment; Cafe	Faced with fierce competition, coffee shops need to stay in tune with evolving customer preferences. This research was conducted the Quality Function Deployment (QFD) method, specifically the House of Quality (HoQ) tool, to analyze feedback from a subject consisting of 100 customers of Skenario Kopi Cafe. The HoQ is a structured approach that translates customer desires (Voice of Customer or VoC) into actionable technical improvements. The sampling technique is based on the purposive sampling technique. Analysis of Validity Test and Reliability Test data using SPSS 24 software. The research identified 15 key customer needs, categorized by their level of importance. They then compared these needs to 5 potential technical responses that Skenario Kopi Cafe could implement. Based on this analysis, the result showed such as prioritizing communication training for staff, followed by facility upgrades, and lastly, implementing regular performance evaluations. By analyzing the relationships between these factors, the researchers were able to prioritize the actions that would have the greatest impact on customer satisfaction.

1. Introduction

The café business is still a business that has a considerable income figure because of the needs and desires of consumers for a container that is not only to enjoy a cup of coffee but also to interact, find ideas and work. The café offers an experience that is more than just a hang-out place by providing a cozy atmosphere, interesting entertainment, and delicious food (Sinawati & M, 2019). Coffee is still a commodity used by café entrepreneurs to then be used as processed drinks that adjust to current trends. Coffee is not only delicious, but also beneficial for mental and physical health such as preventing depression, and improving stamina, mood, and performance. (Nazarian et al, 2021). Coffee offers attractive economic opportunities for managers who are able to manage it well. The key to winning the hearts of consumers is to offer quality products that are in line with their expectations by listening to the Voice of Customer (VoC). Unfortunately, not all business owners have the right tools to collect these consumer expectations. Adopting a Quality Function Deployment (QFD) approach becomes the right tool to formulate quality improvement strategies that are structured and focused on customer needs. Skenario Kopi Cafe is a place for research carried out by researchers.

Skenario Kopi Cafe is located on Jl. Anjasmoro Raya No.42, Karangayu, West Semarang District, Semarang City, Central Java 50149. Skenario Kopi Cafe was first opened in 2015 which was originally in the form of ordinary *angkringan*. As time goes by and interest from coffee connoisseurs increases, finally they can rent a shophouse in the same place as the coffee *angkringan* is located. Researchers get information showing that Skenario Kopi Cafe attracts around 500 to 600 visitors every month (internal data, 2024). This indicates a significant development made by the Skenario Kopi Cafe. In recent years, the Skenario Kopi Cafe has had considerable development and can still grow despite the onslaught of competition for cafes in the city of Semarang. Along with the fierce competition in the café industry, the Skenario Kopi Cafe is certainly required to attract new consumers with excellent service, leading innovation, and unique concepts so that old consumers do not get bored with the Skenario Kopi Cafe. The purpose of this study is to assist in determining the attributes that can be prioritized for Skenario Kopi cafe in knowing what consumers want and determining the superior technical response so that it can help increase consumer satisfaction.

The Quality Function Deployment (QFD) method is an efficient customer-oriented design tool that aims to meet customer expectations in a better way and improve organizational capabilities while maximizing company goals (Hariri et al., 2023). QFD helps companies determine the resources and capabilities needed to produce the products consumers want. QFD helps companies to assess various design options and choose the ones that best suit consumer needs and desires, then create products that suit consumer needs and desires (Suradi et al., 2021). The QFD technique was chosen for this research because QFD is relevant to the motive for completing the research objectives. The main motive for using QFD in meeting consumer needs is to ensure that the final priority meets customer needs perfectly (Singh & Agrawal, 2022). The results of the technical response are proposals for quality improvement from Quality Function Deployment (QFD). The QFD method can help meet consumer needs by improving the quality of service provided by the Skenario Kopi Cafe

According to (Walujo et al., 2020) quality implies perfection or a higher position than other segments. Service quality is a significant point in creating a long-term cafe business (Alamsyah et al., 2024). According to (Putri et al., 2021) service quality can inspire consumers to have a commitment to the products and services provided by the company as evidence of increasing company performance. Consumer satisfaction can be used as a tool to maintain service quality because it is an important factor in focusing on finding customers who suit market needs. The level of service satisfaction is measured by the quality of service provided by the company. Service quality is measured using the Service Quality (Servqual) method. Servqual's service quality dimensions are divided into 5 dimensions, namely Reliability, which refers to the company's ability to consistently provide services that can meet customer needs. Tangibility is the company's ability to describe service quality. Empathy is how the company provides services so that customers believe that the company considers customer cases important. Responsiveness is proof of the company's ability to provide customers with communications, problems and questions. Assurance is a guarantee provided by the company so that customers have confidence and trust in the company.

2. Materials and Methods

Researchers utilize two types of data, namely data obtained directly from the field through interaction with research subjects (primary data) in this case consumers and café management

Skenario Kopi and data that has been processed and published by other parties (secondary data) such as data on the benefits of coffee on health. Primary and secondary data play an important role in research. Primary data provide in-depth information about individual experiences and perspectives, while secondary data provide information about a broader context. Research methods is descriptive research, descriptive research is research that seeks to describe phenomena as they are according to the data that occurs in the field because it will be explained in detail with the data that has been obtained (Rukajat, 2018), by making direct observations of the Skenario Kopi Cafe. An interesting phenomenon that researchers encountered is that the Skenario Kopi café has several regular customers who are loyal to the Skenario Kopi Cafe even though it has facilities that can be said to be inadequate than other cafes in the city of Semarang, this phenomenon makes the Scenario Kopi café the right place to be used as research because by using QFD as a research tool Coffee Skenario Kopi can improve their quality and facilities in order to maintain these regular customers so that always come back to the Skenario Kopi Cafe and simultaneously attract new consumers to visit the Skenario Kopi Cafe. This research involved 12 consumers at the pre-survey stage and 100 consumers at the main survey. Sugiyono (2008) recommends a range of 30 to 500 respondents as an adequate sample size for research. The measurement scale for the questionnaire given is the Likert Scale with the number of value weight descriptions as follows: Very Important: 5; Important: 4; Important Enough: 3; Not Important: 2; Very Unimportant: 1.

The study was conducted between May and November 2023. The sample in this study was all customers of the Skenario Kopi Cafe. The technique used in determining the sample, namely the non-probability sampling technique, is different from the probability technique, where each member of the population does not have the same chance to be selected as a sample. (Sugiyono, 2008), researchers have greater control over selecting samples that are considered appropriate to research needs. This technique can be an appropriate choice in certain studies, such as when it is difficult to identify all members of a population, when researchers want to get in-depth information from a small group of people, and when researchers have limited time, funds, and energy. Using one of the methods, namely the *purposive sampling method,* is when selecting respondents based on certain criteria that are considered important in the study (M.M, 2023) such as one of the criteria in this study is that respondents must have at least visited the Skenario Kopi café at least 1 time.

The collection of questionnaire samples was carried out by circulating online questionnaires given to Skenario Kopi café consumers, then the 100 samples were carried out validity tests which were used to calculate the results of the questionnaire were valid for further processing and reliability tests so that the data that had been received could be relied upon (Sinawati and M, 2019).

Tabel 1 Validity Test Results

Attribute	r count	r table	Information
Attribute 1	0,251	0,1966	Valid
Attribute 2	0,214	0,1966	Valid
Attribute 3	0,401	0,1966	Valid
Attribute 4	0,349	0,1966	Valid
Attribute 5	0,5	0,1966	Valid
Attribute 6	0,479	0,1966	Valid

Attribute 7	0,52	0,1966	Valid
Attribute 8	0,463	0,1966	Valid
Attribute 9	0,431	0,1966	Valid
Attribute 10	0,336	0,1966	Valid
Attribute 11	0,311	0,1966	Valid
Attribute 12	0,445	0,1966	Valid
Attribute 13	0,463	0,1966	Valid
Attribute 14	0,267	0,1966	Valid
Attribute 15	0,205	0,1966	Valid

The results of the validity test calculation can be seen in table 1.
Based on Table 1, all the attribute from the questionnaire is valid for further processing

The significance test is carried out by calculating the calculated r value and then comparing the calculated r value with the table r value at a *certain degree of freedom* (df) and alpha (α).

In this study the number of samples (n) = 100 with Degree of freedom (df) = n - 2 = 100 - 2 = 98, Alpha (α) = 0.005 which results in the table r value = 0.1966

The obtained table r value (0.1966) will be used to compare with the calculated r value. If r counts > 0.1966, then the variable relationship is significant, but if r counts < 0.1966, then the variable relationship is not significant.

Table 2 Reliability Test

Dimension	Cronbach alpha	$\alpha=0,6$	Information
Tangible	0,757	>0,6	Reliable
Empathy	0,835	>0,6	Reliable
Responsiveness	0,836	>0,6	Reliable
Reliability	0,734	>0,6	Reliable
Assurance	0,988	>0,6	Reliable

Bases on Table 2 all dimension based on reliability test are reliable.

A research questionnaire can be said to be reliable if the answers from respondents to the questionnaire statement are consistent over time (Prasmoro et al., 2020). This test uses the SPSS 24 application using the Cronbach alpha formula of 0.6. The questionnaire is said to be reliable if the Cronbach alpha count is greater than the Cronbach alpha table. Reliability Test Results using SPSS 24 application in table 2

QFD analysis begins by determining the Left Room in the HoQ, which contains consumer needs, then continues to determine the priority of consumer needs in the Right Room, then conducting interviews with café owners to find out the company's technical response in meeting consumer needs which is then to fill the Upper Room, the next stage is to fill in the priority of technical responses in the Lower Room and the last stage is to fill in the relationship between technical responses in the Roof Room.

3. Results and Discussions

The description of respondents in the study can be seen from the following table 3

Table 3 Description of Respondent

Characteristics Respondent		Total Respondent	
Description	Group	Total	%
Gender	Female	57	57
	Male	43	43
Age	18 - 22 years old	30	30
	23 - 27 years old	29	29
	28 - 32 years old	29	29
	33 - 37 years old	8	8
	< 37 years old	4	4

Based on the results of the descriptive analysis of respondents, it is known that the majority of respondents are female at 57%. Respondents aged 18 – 22 years made up the majority in this study.

In the early stages of the study, researchers conducted initial interviews with 12 café consumers to gain a deeper understanding of their habits and preferences for products or services in the Skenario Kopi café in the form of pre-survey data. The data produces the voice of the consumer (*Voice of Customer*), the data is presented in table 4

Table 4 Voice of Customer

Voice of Customer based on Pre-Survey	
Bathroom facilities need to e upgrading	Not enough car parking
Services need to be improved	Praying facilities are insufficient
Speed in serving customer during peak times	Lack of employee awareness to help consumers
The café seat is not comfortable	Small parking slot
Electrical outlet everywhere	Employees don't smile
Parking is not wide enough	Prices suit students' pockets
Outdoor area needs to be expandable	Service is not fast when it's crowded
Price are cheap	Table cleanliness is lacking when crowded
Halal guarantee	Bathroom less modern
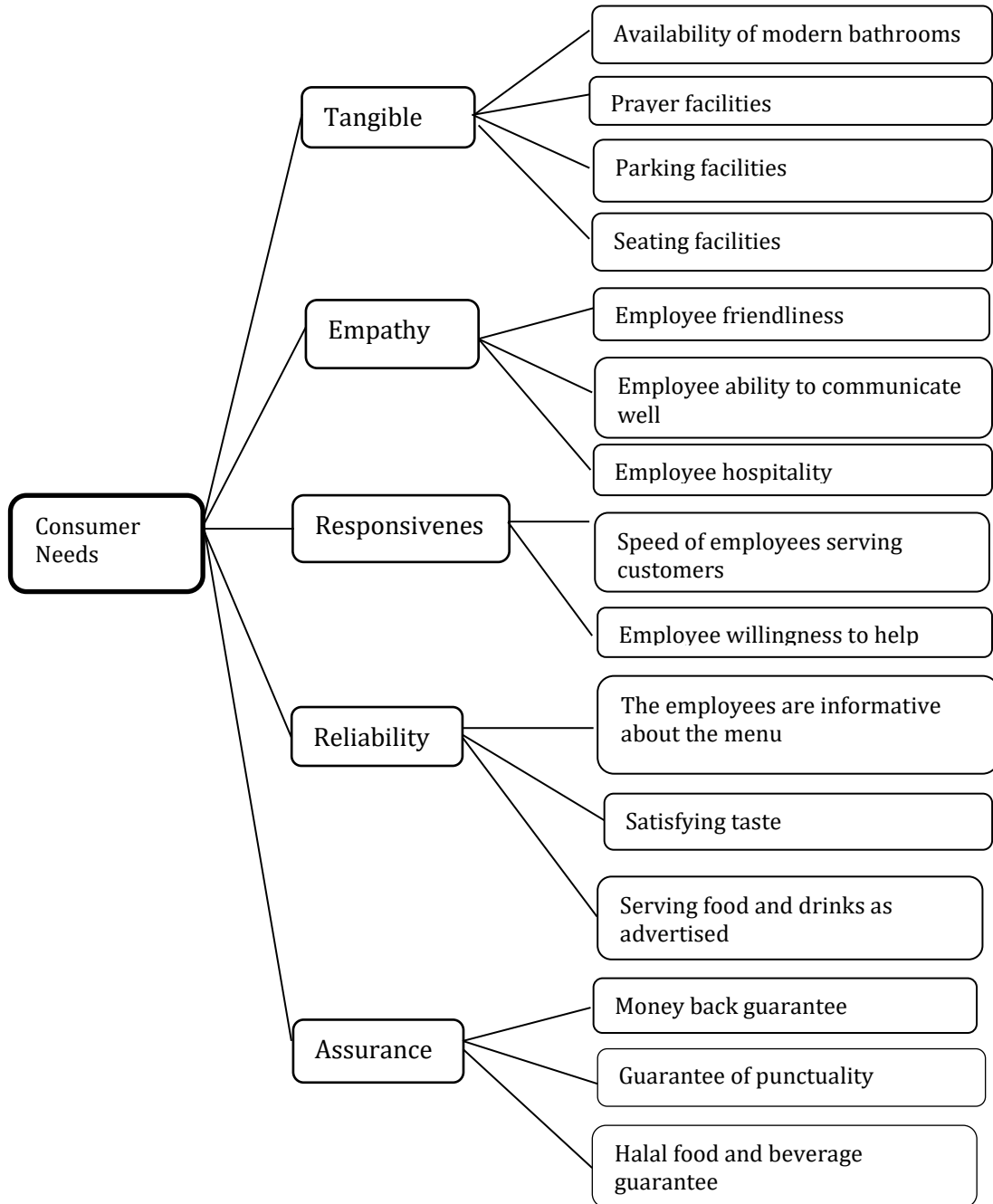
Graph 1 Tree Diagram

Consumer voices are grouped into sections within affinity diagrams which are then used to construct tree diagrams. Information about consumer voice groups using affinity diagrams that are filled in the Left Room of the HoQ The grouping can be seen in Graph 1

The tree diagram consists of 2 (two) parts, namely the dimension and attribute parts that will be grouped as.

Table 5 Consumer Needs, Dimensions and Attributes

Dimension		Attribute
Tangible	Q1	Availability of modern bathrooms
	Q2	Prayer facilities
	Q3	Parking facilities
	Q4	Seating facilities
Empathy	Q5	Employee friendliness
	Q6	Employee ability to communicate well
	Q7	Employee Hospitality
Responsiveness	Q8	Speed of employees serving customers
	Q9	Employee willingness to help consumers
Reliability	Q10	The employees are informative about the menu
	Q11	Satisfying taste
	Q12	Serving food and drinks as advertised
Assurance	Q13	Money-back guarantee
	Q14	Guarantee of punctuality
	Q15	Halal food and beverage guarantee

Right Room, in the form of calculation results that show the priority order of consumer needs per dimension obtained by calculating the results of the amount of importance per dimension from the result of summing the importance level per attribute divided by the number of items of each dimension, is presented in Table 6.

Table 6 HoQ Right Room

Dimension	Attribute	Requirement Rate per Attribute	Priority Needs per Attribute	Requirement Rate per Dimension	Priority Needs per Dimension
Tangible	Q1	2,692	13	2,839	3
	Q2	2,973	5		
	Q3	2,842	11		
	Q4	2,849	10		
Empathy	Q5	3,082	3	3,018	1
	Q6	3,068	4		
	Q7	2,904	8		
Responsiveness	Q8	2,733	12	2,812	4
	Q9	2,890	9		
Reliability	Q10	3,089	2	2,996	2
	Q11	2,966	6		
	Q12	2,932	7		

	Q13	1,863	15		
Assurance	Q14	2,582	14	2,550	5
	Q15	3,205	1		

Source: data processed by researchers, 2024

The calculation results show the priority order of consumer needs attributes that need to be the attention of the Skenario Kopi café. The first priority is filled by the Empathy Dimension of 3,018 on the employee friendliness attribute. Employee friendliness will be the first impression noticed by consumers who are visiting the café for the first time. Skenario Kopi then must be a priority that is improved. Employee friendliness has a positive and significant effect on repurchases, quoted from (S et al., 2023). Based on research from (Ismayana et al., 2021) revealed that if the friendliness of employees is good, it will make customers feel comfortable.

Ruang Atas is a technical response of the Skenario Kopi café obtained by interviewing the café owner of Semarang Skenario Kopi cafe so as to get information about how the owner will respond to some of the needs of café consumers. The result of the discussion of this section becomes the content of the Upper Room at HoQ.

Table 7 Business Technical Response

Technical Factors	Technical Response
Facilities	Upgrading all facilities more adequately
Communication	Organize communication training for employees
Evaluation	Organize regular evaluations of employee service performance
Guarantee	The café promises products according to the menu
	Ensure customer dissatisfaction with appropriate compensation
	The owner ensures all products are halal

Middle Room (the relationship between the technical response provided by the company and consumer needs). L-shaped matrix Diagram is used to determine the level of relationship between technical response and consumer needs. Exposure L-Shaped Matrix Diagram uses symbols as a tool, namely to facilitate the weighting of relationship values. The explanation of the symbol is as follows (●) showing a strong relationship with a weight value of 9. The symbol (○) indicates a medium relationship, with a value weight of 3 and the symbol (Δ) indicates a weak relationship, with a value of 1. A technical response must be implemented properly if one technical response is able to meet various types of consumer needs at once (Cahya, 2016).

The final result of the relationship between Technical Response and Consumer Needs can be seen in Figure 1.

Technical Response / Attribute			1. Upgrading all facilities more adequately	2. Organize communication training for employees	3. Organize regular evaluations of employee service performance	4. The cafe promises products according to the menu	5. Ensure customer dissatisfaction with appropriate compensation	6. The owner ensures that the product is halal
Consumer Needs	Tangible	Availability of modern bathrooms	●					
		Prayer facilities	●					
		Parking facilities	●					
		Seating facilities	●					
	Empathy	Employee friendliness		●				
		Employee ability to communicate well		●	●			
		Employee hospitality		●	●			
	Responsiveness	Speed of employees serving customers		●	●			
		Employee willingness to help consumers		●				
	Reliability	The employees are informative about the menu		●				
		Satisfying taste				●		○
		Serving food and drinks as advertised				●	Δ	○
	Assurance	Money back guarantee				○	●	
		Guarantee of punctuality					●	
		Halal food and beverage guarantee						●

Figure 1 HoQ Middle Room

The Lower Space (Corporate Action Priority) is done by vertically summing the results of each weight between the attributes of consumer needs and the company's technical responses. The higher the value of the weight of an importance on the technical response, the more important it is for the attribute to be the company's focus in fulfilling attributes to meet consumer needs. The bottom chamber results in the HoQ matrix as follows in figure 2

Technical Response / Attribute			1. Upgrading all facilities more adequately	2. Organize communication training for employees	3. Organize regular evaluations of employee service performance	4. The cafe promises products according to the menu	5. Ensure customer dissatisfaction with appropriate compensation	6. The owner ensures that the product is halal
Consumer Needs	Tangible	Availability of modern bathrooms	●					
		Prayer facilities	●					
		Parking facilities	●					
		Seating facilities	●					
	Empathy	Employee friendliness		●				
		Employee ability to communicate well		●	●			
		Employee hospitality		●	●			
	Responsiveness	Speed of employees serving customers		●	●			
		Employee willingness to help consumers		●				
	Reliability	The employees are informative about the menu		●				
		Satisfying taste				●		○
		Serving food and drinks as advertised				●	Δ	○
	Assurance	Money back guarantee				○	●	
		Guarantee of punctuality					●	
		Halal food and beverage guarantee						●
Weight of consumer needs			36	63	27	18	19	15
Prioritization of consumer needs			2	1	3			

Figure 2 HoQ Basement

Source: Processed primary data (2023)

The result of the vertical summation of the bottom space produces 3 (three) priority sequences of consumer needs and their relationship with technical responses. The first priority is to Organize communication training for employees (score 63) in accordance with research from (Apriada &; Wulandari, 2020) which says that training has a positive effect on employee performance. Research conducted by (Faisal Fauzi Abdillah et al., 2020) at C&R Cafe &; Resto Surabaya and (Fitri &; Cahya, 2023) at Omah Gedhi Steak and Penyet Fast Food Restaurants in Kendal City turned out to produce the same priority, namely providing training on service (smiles, greetings and greetings) in restaurants. The second priority is to Upgrade all facilities more adequately (score 36), supported by research by (Maulidiah et al., 2023) and (Hardina &; Sudarusman, 2021) which said that improving facilities have a positive and significant effect on visiting decisions. Research conducted by (Putri et al., 2021) at Inaka Coffee in Cimahi has the results that it is necessary to prepare and complete the available facilities. This can be one of the considerations for Skenario Kopi Cafes to improve facilities in order to attract potential customers. The third priority is to Organize regular evaluations of employee service performance (score 27) research conducted by (Santi &; Isyanto, 2023) states that by conducting evaluations or performance appraisals employees can evaluate employee competencies as a whole, including their advantages and disadvantages, to help optimal job position placement. In research conducted by (Prasmoro et al., 2020) it has been found that there needs to be a thorough evaluation of the state of the Cafe. Technical response, which is a top priority, should immediately find the right solution for the company and employees to meet consumer needs.

Roof space (Relationship Between Technical Responses) The determination of whether or not a technical response is interrelated is with the ability of one technical response to support another technical response. The more diverse the technical responses, the stronger the technical response linkage. The explanation of the relationship symbol between technical responses is as follows: symbol (++)means to have a positive strong relationship, symbol (+) explains a positive relationship, no symbol means no relationship, symbol (-) indicates the presence of a negative relationship and symbol (--) indicates the presence of a strong negative relationship. The following is the Roof Room Section of HoQ presented in Figure 3
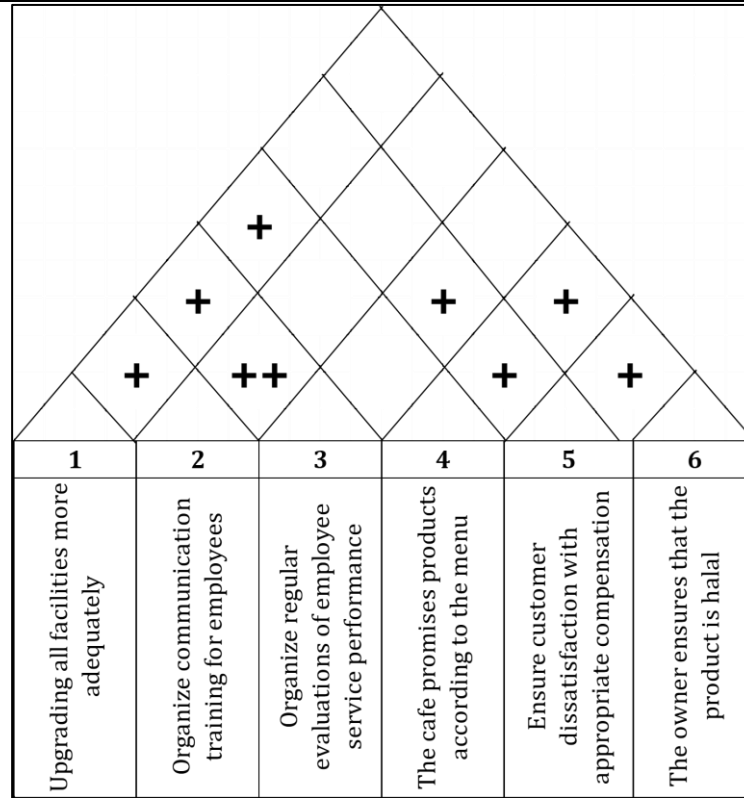
Figure 3 HoQ Roof

Analysis of the images showed no strong negative relationship between technical response attributes. This means that improving one attribute of a technical response to improve the quality of service will not have a strong negative and negative impact on other attributes of technical response because of the positive relationship they have.
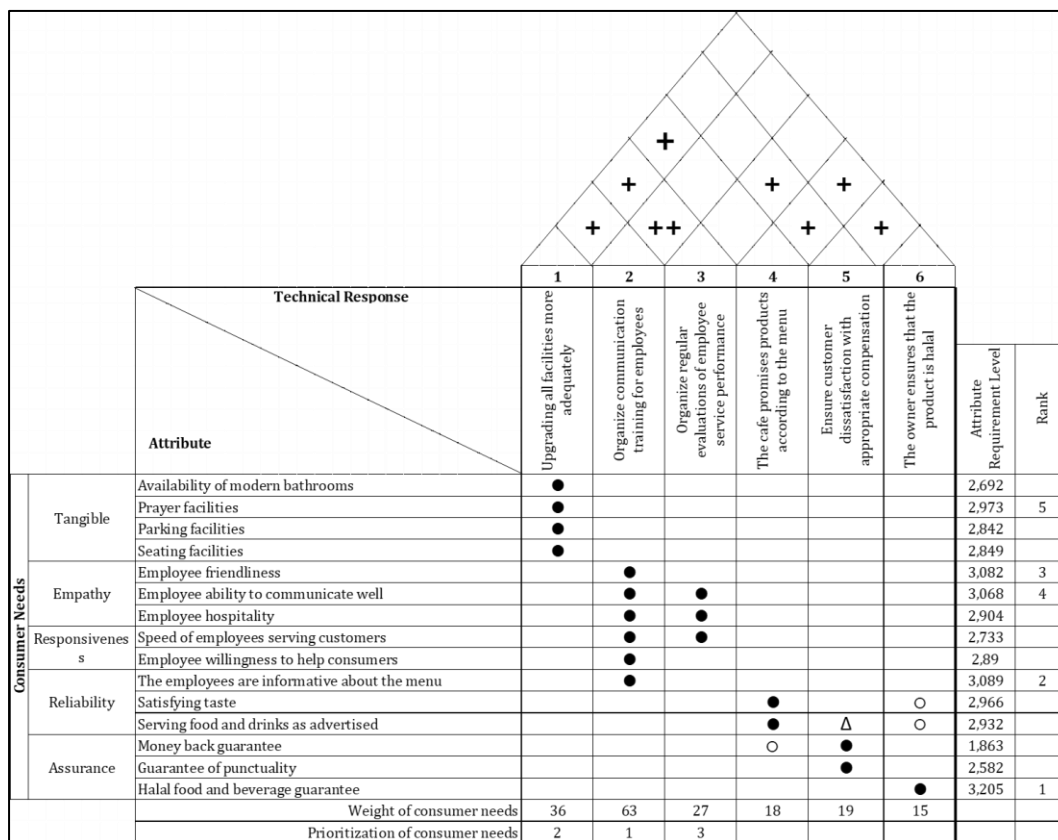
Figure 4 House of Quality

After everything is filled in completely with problem mapping, how to solve and priorities, it is compiled into a complete House of Quality as we can see in figure 4 above.

4. Conclusion

Based on the application of Quality Function Deployment (QFD) in Skenario Kopi cafes, the following conclusions can be drawn: Attributes of customer needs based on the Direct Evidence Dimension have attributes in the form of the availability of modern bathrooms, prayer room facilities, spacious parking facilities, comfortable seating facilities. The Empathy dimension has attributes of employee friendliness, employee communication ability and employee hospitality. The Quick Response dimension has attributes of employee speed in serving consumers and employee willingness to help consumers. The Reliability dimension has informative employee attributes about the menu, satisfactory taste and presentation of food according to the menu. In the last dimension, the Guarantee Dimension has attributes such as money-back guarantees, punctuality guarantees, and halal certification on products. Skenario Kopi Cafe needs to focus on 5 key attributes identified through Quality Function Deployment (QFD) and House of Quality (HoQ) from the 15 analyzed attributes that can be seen through HoQ Right Room. These attributes are key in meeting consumer needs. The first priority attribute is halal assurance on food and beverages, the second priority is employees who are informative about the menu, the third priority is employee friendliness, the fourth

priority is the ability of employees to communicate well, and the last priority is facility improvement. The results of the HoQ Lower Room analysis also show a technical response which is the main point as a priority for the Skenario Kopi café to increase customer satisfaction is to conduct communication training to employees, make improvements to important facilities of the Skenario Kopi café and conduct regular evaluations of employee performance and service. This information can help companies to focus on developing the attributes that are most important to consumers, thereby increasing the chances of the product/service to succeed in the market, improving the quality of the product/service, increasing consumer satisfaction and increasing competitiveness.

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