

An Analysis of Consumer Satisfaction with Service Quality at Aming Gaia Bumi Raya City, Kubu Raya

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Abstract

The objective of the research is to determine consumer satisfaction with the service quality provided by Aming Coffee, located at Gaia Bumi Raya City, Kubu Raya Regency. This study used a quantitative method by distributing questionnaires to 35 respondents. The independent variable in this research is service quality, which consists of the five SERVQUAL dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The dependent variable is consumer satisfaction. The characteristics of the respondents in this study were predominantly female, aged 21–30 years, with a high school (SMA) diploma as their highest level of education, student as their employment status, and an income of <Rp 500,000. The research results indicate that service quality has a positive and significant effect on consumer satisfaction. The coefficient of determination (R^2) value of 67% indicates that the majority of the variation in consumer satisfaction can be explained by service quality. The most dominant dimensions affecting satisfaction are tangibles, reliability, and assurance, while responsiveness and empathy need improvement. The conclusion of this study is that good and consistent service significantly influences customer satisfaction. Therefore, Aming Coffee needs to conduct periodic evaluations of its service standards and provide training to staff to improve service quality.

Keywords: *SERVQUAL dimensions, Service Quality, Consumer Satisfaction.*

1. Introduction

"Drinking Coffee" or the term more commonly heard as "Ngopi" has become a habit for Indonesian people to enjoy free time, eliminate drowsiness, and seek inspiration. When such a habit is carried out routinely, it becomes a culture for the local community. Besides cultural factors, it turns

out that work and personal preferences can also influence a person's coffee-drinking habits. Coffee can be enjoyed while relaxing at home and during breaks/overtime at the office or school. A study conducted by the Snapcart team, according to Research from Otten Coffee in 2023, shows that 79% of Indonesians are coffee drinkers and most drink coffee every day. This indicates that coffee has become a part of the lifestyle.

From the data presented, there are differences in coffee preferences between men and women. Men prefer brewed coffee powder mixed with sugar (39%) and complete instant coffee (31%), while women prefer ready-to-drink bottled coffee with milky flavors (44%) and other flavor variants such as vanilla latte (43%). Currently, coffee is not only available at home, but many coffee shops (Warkop) have opened, ranging from home-based coffee shops to modern coffee shops. This is inseparable from the diverse desires of the community regarding how to enjoy coffee, the taste, and the atmosphere obtained.

Aming Coffee is one of the many authentic coffee shops in Pontianak, West Kalimantan. Known for authentic local coffee since 1970, Aming Coffee proudly serves selected local coffee beans that have gone through a roasting process and manual brewing method to obtain a unique taste. Starting from a small shop in a narrow alley, Aming Coffee has now developed into a coffee shop chain with several branches in West Kalimantan and outside West Kalimantan. This shows that affordable prices, a friendly atmosphere, and authentic coffee taste can make the coffee shop known by the Indonesian people. It is proven that people outside the city of West Kalimantan make Aming coffee powder one of the souvenir choices from West Kalimantan.

The characteristics of Aming Coffee include the same appearance of the place in each branch, the method of serving, service to consumers in accordance with applicable SOPs, and standard prices for each menu. In addition, Aming Coffee also uses GoJek and Grab services as a form of service to its consumers. Consumer satisfaction is a key factor for the success of a business. If consumers feel satisfied, they will return and recommend the product to others, and this can increase sales, market share, and company profits. Service quality is also the main factor influencing consumer satisfaction. Consumers will feel satisfied if they receive good service that meets their expectations. This is the main key held by Aming Coffee to run its business smoothly.

Based on the background and problem formulation above, it can be said that research on consumer satisfaction still needs to be done. Knowing that consumer satisfaction is an important thing for coffee shop business owners to do regarding the quality of service that has been provided. This study will use the SERVQUAL method to analyze the data. The five dimensions used to view the quality of Aming Coffee's service include Tangibles (physical evidence), Reliability, Responsiveness, Assurance, and Empathy.

In the TQM (Total Quality Management) perspective, quality is viewed broadly, where not only the aspect of results is emphasized, but also includes the process, environment, and people. Quality is a dynamic condition that affects products, services, people, processes, and environments that meet or exceed expectations. Service quality is an effort to fulfill customer needs and desires, as well as the accuracy of delivery to balance customer expectations. Customer quality is not seen from the point of view of the organizer or service provider, but based on customer perception, because it is the customer who consumes and feels the service provided so they are the ones who should assess and determine service quality.

According to Kotler and Keller (2017), consumer satisfaction is a person's feeling of pleasure or disappointment that appears after comparing the expected performance (result). Meanwhile, according to Swan in Fandy Tjiptono (2014: p.353), customer satisfaction is defined as a conscious evaluation or cognitive assessment regarding whether product performance is relatively good or bad or whether the product concerned is suitable or unsuitable for its purpose or use. In determining consumer satisfaction, there are five factors that must be considered by the company, including:

1. Product quality: Customers will feel satisfied if their results show that the products they use are of high quality.

2. Service quality: Customers will feel satisfied if they get good service or in accordance with what is expected.
3. Emotion: Customers will feel proud and get the confidence that other people will admire them if they use products with certain brands that tend to have a higher level of satisfaction. Satisfaction obtained is not due to the quality of the product but social or self-esteem that makes customers feel satisfied with a certain brand
4. Price: Products that are of the same quality but set a relatively cheap price will provide higher value to customers
5. Cost: Customers who do not need to incur additional costs or do not need to waste time getting a product or service tend to be satisfied with the product or service.

2. Literature Review

Service quality is the extent to which an organization or business can meet or exceed customer hopes, needs, and expectations when providing services. This aspect includes the interaction between customers and service providers, as well as the technical quality of the service itself. Service quality relates not only to functional aspects but also involves emotional aspects, human interaction, and the overall customer experience. According to R.A Supriyono (in Musdi et al., 2023), service is an activity carried out by an organization to meet consumer needs. Good service will give a positive impression to consumers. If consumers feel satisfied with the service provided, this will be an important factor in attracting them to use the products or services offered by the organization.

According to Tjiptono (in Susnita, 2020), service quality is the ability to meet customer needs and desires appropriately and in accordance with their expectations. Service quality is influenced by two main factors, namely the service expected by the customer and the service felt or perceived by the customer. Service quality explained by Ratnasari and Aksa (in Agus Surya Bharmawan, 2022) is the entirety of the features and characteristics of a product or service in terms of its ability to meet predetermined or latent needs; in other words, the quality of a product or service is the extent to which the product or service meets its specifications.

The model commonly used to measure service quality is SERVQUAL developed by Parasuraman, Zeithaml, and Berry which consists of five main dimensions including (Wilson et al., 2020):

1. Tangibles: Appearance of physical facilities, equipment, personnel, and communication materials.
2. Reliability: The ability to provide promised services accurately and reliably.
3. Responsiveness: Willingness to help customers and provide service quickly.
4. Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence.
5. Empathy: Caring and personalized attention given to customers.

According to Gronroos in Fandy Tjiptono's book, basically, the quality of a service perceived by customers consists of two main dimensions. The first dimension is technical quality, relating to the quality-of-service output perceived by the customer. The second dimension is functional quality, relating to the way service is delivered or the process of transferring technical quality, namely the way the final service result is delivered from the service provider to the customer.

1. Tangible refers to the availability of facilities, equipment, personnel, and other physical matters consisting of indicators: appearance of officers in serving, comfort of the place in performing service, ease in the service process, discipline of officers in performing service, ease of access in service requests, and use of assistive tools in service.
2. Reliability involves the ability to perform promised services accurately, consisting of indicators: accuracy of officers in serving, existence of clear service standards, ability of

officers to use assistive tools in the service process, and expertise of officers in using assistive tools in the service process.

3. Responsiveness is the willingness or readiness to help customers and provide fast service, consisting of indicators: every user who wants to obtain service gets a response, and officers or apparatus will perform service quickly, precisely, and carefully.
4. Assurance relates to the knowledge and courtesy of employees and their ability to inspire trust and confidence, consisting of indicators: officers provide timely guarantees in service, officers provide legality guarantees in service, and officers provide cost capacity guarantees in service
5. Empathy is caring and individual attention in providing service: prioritizing user interests, service with a friendly attitude, courtesy, and not being discriminatory, and service that respects every user.

Kotler and Keller (2016:33) say consumer satisfaction is as follows: "Satisfaction reflects a person's judgment of a product's perceived performance in relationship to expectations". If performance is far from expectations, the customer is disappointed. If performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer will be delighted. According to Anang Firmansyah 2018 (in Ilman Ansori et al., 2023), customer satisfaction is to the extent to which the assumption of product performance meets buyer expectations. If product performance is lower than customer expectations, the buyer feels unsatisfied. Customer satisfaction is the result of a comparison between customer expectations and the product performance received. If product performance exceeds customer expectations, then customers will feel very satisfied or even happy. Conversely, if product performance does not meet expectations, customers will feel less satisfied.

According to Tjiptono 2009 (in Wijaya & Rizani, 2022), many customers use products in different ways, have different attitudes, and convey them in different ways too. In general, customer satisfaction programs have several indicators such as conformity of expectations, interest in revisiting, and willingness to recommend.

According to Cravens D.W. and Priercy 2016 (in Ilman Ansori et al., 2023), the factors influencing customer satisfaction include the following:

1. Product Quality: Customers will feel satisfied if, after buying and using the product, the product quality is assessed as good by the customers themselves.
2. Price: For sensitive customers, sometimes a low price is an important satisfaction because they will get high value of money. But price also reflects the quality of the goods and services themselves.
3. Service Quality: Highly depends on 3 (three) things, namely: system, technology, and people. Satisfaction with quality is usually difficult to imitate because forming an attitude and behavior that is in line with the company's desire to create is not an easy job.
4. Emotional Factor: For several products related to lifestyle, the emotional factor is a relatively important thing. Customer satisfaction can arise if we use a product that has a good brand image. A sense of pride, confidence, symbol of success, being part of a group of important people, etc., are examples of emotions underlying customer satisfaction.
5. Easy in Getting Products: Customers will be more satisfied if they get comfort and an efficient way to get products and services.

Mirawati et al. (2024) state that the best service will create customer satisfaction. Better service will increase customer satisfaction because it is able to meet and even exceed their expectations, creating a positive experience that makes customers feel valued and their problems resolved efficiently. This is in line with the statement of Alfajar et al. (2021) which states that customer

satisfaction depends on the perception of what they receive. When the service level exceeds their perception expectations, the customer will feel satisfied. Therefore:

H1: Service quality has a positive and significant effect on customer satisfaction.

3. Research Methods

This research uses a quantitative method. The population and sampling were carried out in 1 (one) sub-district, namely Sungai Raya District. This is because Aming Coffee is located at Gaia Bumi Raya City, Kubu Raya, Sungai Raya District. This research was conducted by field observation and distributing questionnaires, while data collection was carried out through the survey method. In this study, respondents were asked to fill out a questionnaire. The questionnaire contains statements regarding consumer satisfaction with the quality of service provided by Aming Coffee Gaia Bumi Raya City Kubu Raya.

This study is measured using a Likert scale with a scale of 1-5, with alternative answers given numerical values as follows: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The Aming Coffee consumer satisfaction questionnaire was made on sheets of paper and distributed to 30 people as a sample in this study. In supporting this research, the author needs data as a source of information, namely:

1. **Primary Data Source:** The type and source of research data obtained directly from the first source (not through intermediaries), both individuals and groups. In this case, the researcher conducted a survey using a questionnaire made in sheet form and distributed randomly in Kubu Raya Regency.
2. **Secondary Data Source:** A source of research data obtained by researchers indirectly through intermediary media (obtained or recorded by other parties). Secondary data is in the form of evidence, notes, or historical reports that have been compiled in archives or documentary data.

Consumer satisfaction data processing was carried out using Microsoft Excel for data processing, while for consumer preference data processing, it was carried out using SPSS software. The analysis methods used in this study are:

1. **Descriptive Analysis:** Statistics used to analyze data by describing or depicting the collected data as it is without intending to make conclusions that apply to the public or generalizations (Sugiyono: 2019)
2. **Validity and Reliability:** The validity test is used to measure whether a questionnaire is valid or not. This instrument is used to measure whether the data obtained is truly valid or precise data. Meanwhile, the Reliability Test is used to determine the extent to which measurement results remain consistent if measurements are taken twice or more on the same symptoms using the same measuring instrument (Sugiyono: 2019).
3. **Hypothesis Testing:** In this analysis, the author will determine a tentative solution (hypothesis) proved by the data that the author has collected at the data collection stage. Analysis in this study uses the t-test (partial), F-test (simultaneous), and Coefficient of Determination (R²).

4. Result and Discussion

Aming Coffee is a coffee shop established in 1970. In its development, Aming Coffee adapts to current market conditions and demands to compete healthily with similar coffee shops without abandoning the distinctive authenticity of its coffee. Thus, the slogan created by Aming Coffee is "Authentic is Better". Besides Pontianak City, Aming Coffee has branches in other cities such as Kubu Raya Regency, Singkawang City, Mempawah Regency, Sintang Regency, Sanggau Regency,

Ketapang Regency, Melawi Regency, Putussibau Regency, Jakarta, Tangerang, West Java, Central Java, and Yogyakarta and will continue to develop in other cities in the following years.

The purpose of this study is to determine the level of consumer satisfaction with the service of Aming Coffee Gaia Bumi Raya City in Kubu Raya Regency and analyze the factors influencing service quality considered important in determining consumer satisfaction at Aming Coffee Gaia Bumi Raya City in Kubu Raya Regency. In achieving this goal, the researcher took data from 30 respondents who were consumers of Aming Coffee Gaia Bumi Raya City Kubu Raya. The author conducted a descriptive analysis of the respondent profile and a descriptive analysis of the dimensions tested. In this discussion, the researcher also used the SPSS application to analyze the answers of 35 respondents of Aming Coffee Gaia Bumi Raya City Kubu Raya consumers and to facilitate the researcher in analyzing the data collected from 35 respondents. In this study, the researcher divided the data in the form of a questionnaire consisting of 4 Tangible questions, 5 Reliability variable questions, 4 Responsiveness variable questions, 4 Assurance variable questions, 4 Empathy variable questions, and 8 Consumer Satisfaction variable questions distributed to 35 respondents using a Likert scale.

Respondent Characteristics

The description of Respondents who became samples in this study was grouped based on gender, age, education level, occupation, income, preferred time for coffee, number of visits, reasons for returning, and frequently ordered menus.

Respondent Characteristics Based on Gender

Gender	Frequency (Number of Person)	Percentage
Male	13	37
Female	22	63
Total	35	100

Source: Data Processed by Researcher, 2025

Table above shows that of the 35 respondents, customers of Aming Gaia Bumi Raya City in Kubu Raya Regency who filled out the questionnaire, the majority were female with 22 consumers, which is 63%.

Respondent Characteristics Based on Age

Age	Frequency (Number of Person)	Percentage
21-30 Years Old	22	63
31-40 Years Old	6	17
41-50 Years Old	7	20
Total	35	100

Source: Data Processed by Researcher, 2025

Table above shows that respondent characteristics based on age dominated by ages 21 - 30 years, namely 22 people (63%), and the smallest percentage is for ages 31 - 40 years, namely 6 people (17%).

Respondent Characteristics Based on Education Level

Education Level	Frequency (Number of Person)	Percentage
High School Graduate	15	43
Associate degree	1	3
Bachelor's degree	14	40
Master's degree	5	14

Total	35	100
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Source: Data Processed by Researcher, 2025

Out of 35 respondents who filled out the questionnaire as consumers of Aming Gaia Bumi Raya City, it shows a dominance of education levels with a high school (SMA) background of 15 people (43%).

Respondent Characteristics Based on Occupation

Occupation	Frequency (Number of Person)	Percentage
Student	18	51
Employee	8	23
Entrepreneur	4	11
Others	2	6
Unemployed	3	9
Total	35	100

Source: Data Processed by Researcher, 2025

From 35 respondents of Aming Gaia Bumi Raya City consumers selected as samples, respondent characteristics based on occupation are dominated by student status, namely 18 people (51%). This is in line with respondent characteristics based on the last education being high school (SMA), which indicates that Aming Gaia Bumi Raya City consumers are more dominated by consumers who are continuing their education.

Respondent Characteristics Based on Income

Income	Frequency (Number of Person)	Percentage
Less than Rp. 500.000	13	37
Rp. 500.000 – Rp. 1.000.000	5	14
Rp. 1.000.000 – Rp. 3.000.000	3	9
Rp. 3.000.000 – Rp. 5.000.000	6	17
More than Rp. 5.000.000	8	23
Total	35	100

Source: Data Processed by Researcher, 2025

35 respondents as consumers of Aming Gaia Bumi Raya City are dominated by customers who have an income of < Rp 500,000 as many as 13 people (37%), and the smallest percentage is customers who have an income of Rp 1,000,000 - Rp 3,000,000 as many as 3 people (9%).

Respondent Characteristics Based on Number of Visitation

Number of Visitation	Frequency (Number of Person)	Percentage
1 time	19	54
2 times	9	26
3 times	2	6
4 times	1	3
More than 5 times	4	11
Total	35	100

Source: Data Processed by Researcher, 2025

Table above shows that of 35 respondents as consumers of Aming Gaia Bumi Raya City, 19 people (54%) visited 1 time, and the smallest percentage visited 4 times, namely 1 person (3%).

Respondent Characteristics Based on Favorite Menu

Number of Visitation	Frequency (Number of Person)	Percentage
Chocolate	1	3
Black Coffee	4	11
Coffee Milk	19	54

Tarik Coffee	1	3
Milo Milk	4	11
Tarik Tea	2	6
Chicken Rice	1	3
Srikaya Bread	1	3
Others Menu	2	6
Total	35	100

Source: Data Processed by Researcher, 2025

Table above shows that the 35 respondents are dominated by customers who choose the milk coffee (Kopi Susu) menu as many as 19 people (54%) and other menu choices as many as 16 people (46%).

Variable Statistical Analysis

In this stage, the researcher uses Descriptive Statistical Analysis tested on the variable average so that the author can see the mean and standard deviation as a reference to describe the data obtained from each variable

Descriptive Statistics Analysis

Descriptive Statistics			
	Mean	Std. Deviation	N
Service Quality	83.23	9.577	35
Customer Satisfaction	30.91	4.182	35

Source: Output IBM SPSS Statistics 24

Based on table above, it shows that the independent variable Service Quality has a mean value of 83.23 and a standard deviation of 9.577. On the other hand, the dependent variable Consumer Satisfaction has a mean value of 30.91 and a standard deviation of 4.182.

Descriptive Statistics Analysis on Service Quality Variable

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Tangible	35	14.00	6.00	20.00	16.2571	2.22741	4.961
Reliability	35	14.00	11.00	25.00	20.0857	2.54803	6.492
Responsiveness	35	8.00	12.00	20.00	16.0571	1.84619	3.408
Assurance	35	8.00	12.00	20.00	16.2571	1.83660	3.373
Empathy	35	11.00	9.00	20.00	14.5714	2.64893	7.017
Valid N	35						

Source: Output IBM SPSS Statistics 24

Table above shows that the service quality variable has five indicators. Indicators of physical evidence, responsiveness, assurance, and attention are assessed using four questions for each indicator, while the reliability indicator is assessed using five questions. Indicators using four questions have a maximum value of 20, and indicators having five questions have a maximum value of 25.

Descriptive Statistics Analysis on Customer Satisfaction Variable

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Tangible	35	8.00	12.00	20.00	16.0000	1.92507	3.706

Reliability	35	11.00	9.00	20.00	14.9143	2.54803	6.492
Valid N	35						

Source: Output IBM SPSS Statistics 24

Table Above shows that the consumer satisfaction variable has two indicators: consumer satisfaction and customer loyalty. Both indicators are assessed using four questions and have a maximum value of 20 for each indicator.

Validity dan Reliability Tests

Validity Test

The results of the Pearson correlation validity test show that for every question on the consumer satisfaction and service quality variables, none have high collinearity with other questions. Implying that every question on the service quality and consumer satisfaction passed validity test.

Reliability Test

Reliability Test Cronbach's Alpha	
Reliability Statistics	
Cronbach's Alpha	N of Items
,782	2

The reliability test results show that Cronbach's Alpha value is 0.782, which is higher than >0.7. Therefore, this research instrument is declared reliable.

Hypothesis Testing

Coefficient of Determination (R²)

The coefficient of determination (R²) is used to see how far the model's ability to explain the variation of the dependent variable.

Coefficient of Determination

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.825a	.680	.670	.4230	.680	70.082

Source: Output IBM SPSS Statistics 24

Adjusted R Square shows a value of 0.670 or 67%; this value indicates how big the influence of the independent variable is on the dependent variable. In this study, the influence of the independent variable consumer satisfaction on service quality is 67%.

Simultaneous F Significance Test (F Test)

If F result > F Table or Prob. < Significancy value (0,05), then independent variable simultaneously influence dependent variable.

F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2347,874	1	2347,874	70,082	,000 ^b

	Residual	770,298	33	23,342		
	Total	3118,171	34			

Source: Output IBM SPSS Statistics 24

From the data, it can be stated that $F_{count} > F_{Table}$ ($70.082 > 4.14$) and the sig. value is smaller than 0.05 ($0.000 < 0.05$). Thus, it can be concluded that for multiple linear analysis, the independent variable in this study simultaneously affects the dependent variable.

Hypothesis Test (T Test)

T Test						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,848	5,634		3.168	,003
	Kepuasan Konsumen	1,722	,206	.825	8,371	,000

Source: Output IBM SPSS Statistics 24

Single Linear Regression T Test obtained that the Consumer Satisfaction variable has a t count value greater than t table ($8.371 > 1.689$) and a sig value smaller than 0.05 ($0.000 < 0.05$) so it can be concluded that the Consumer Satisfaction variable has a positive and significant influence on Service Quality.

Discussion

The results of this study are in line with previous research (Mirnawati et al., 2024; Alfajar et al., 2021) which states that service quality has a positive and significant influence on customer satisfaction.

In this research, researchers classified the criteria for assessing the result of questionnaire based on the SERVQUAL indicators.

Criteria For Assessing Service Quality

Score	Categories	Description
80 – 100	Excellent	The service provided exceeds customer expectations. The staff is not only responsive and reliable, but also proactive, displays genuine empathy, and provides personalized attention. The customer experience feels special and memorable.
60 – 80	Good	The service provided met customer expectations. The staff worked professionally, efficiently, and in a friendly manner. Customer requests were handled correctly and in a timely manner. There were no significant complaints.
40 – 60	Not Bad	Service is at a minimum standard or inconsistent. Sometimes the staff is good, but other times they feel slow or inattentive. Customers' basic needs are met, but nothing special.
20 – 40	Bad	Service falls below customer expectations. Staff tend to be slow, difficult to reach, inattentive, and make frequent mistakes. Customers feel unappreciated and have to work harder to get the service they deserve.
0 – 20	Terrible	Service falls far short of expectations and often falls flat. Staff are unprofessional, dismissive of customers, and incapable of providing solutions. The customer experience is deeply disappointing and detrimental.

Tangibles (Physical Evidence) serve as the visible and tangible representation of the service quality customers anticipate receiving. In practice, customers intuitively utilize the quality of the

physical environment—specifically the cleanliness of facilities, the modernity of equipment, and the professional appearance of the staff—as a proxy to assess the overall standards of the service provider. In the specific context of a coffee shop, a well-maintained atmosphere and neatly dressed staff serve as an initial guarantee for customers. A superior physical environment not only creates a positive first impression but also significantly fosters confidence, as it is viewed as a direct reflection of quality and professionalism. In this dimension, Aming Coffee Gaia Bumi Raya has successfully provided "Excellent" service quality. This achievement is substantiated by the Tangibles indicator, which obtained an average score of 16.2571 out of a maximum of 20; when transformed into a scale of 100, this results in a score of 81.29.

Reliability serves as the foundation of service quality, focusing on the consistency between the service promised and its actual execution. For customers, this is manifested in an experience that is free from errors, such as receiving accurate orders, being charged the correct billing amount, and obtaining uniform product quality during every interaction. The findings confirm that consistently meeting these basic expectations is a crucial factor for satisfaction; when a service is reliable, it reduces uncertainty and potential risk in the customer's mind, which in turn builds a foundation for trust and fundamentally increases satisfaction. In this dimension, Aming Coffee Gaia Bumi Raya has successfully provided "Excellent" service quality. This is evidenced by the Reliability indicator value obtaining an average score of 20.0857 out of a maximum of 25, which after being transformed into a scale of 100 becomes 80.34.

Responsiveness reflects the initiative and alacrity of the service provider in responding to customer needs in a timely manner. The core of this dimension is how the company demonstrates that it values the customer's most precious asset: their time. In the context of service, this is manifested through enthusiasm in welcoming guests, speed in processing orders, and immediate attention to questions or complaints. The research findings confirm that responsive service sends a strong signal that customer needs are a priority; conversely, delays can be perceived as neglect, which significantly erodes the value of the experience. In this respect, Aming Coffee Gaia Bumi Raya has provided "Excellent" service quality. This is evidenced by the Responsiveness indicator value obtaining an average score of 16.0571 out of 20, which after being transformed into a scale of 100 becomes 80.29.

Assurance focuses on the service provider's ability to cultivate trust and confidence through the competence, knowledge, and integrity of its staff. In every interaction, customers implicitly seek validation that they have made the right decision, which is realized through specific behaviors such as a barista's mastery of products, courtesy in service, or the credibility demonstrated by the cashier. The research highlights that when staff can demonstrate expertise and friendliness, they effectively reduce the perception of risk and doubt in the customer's mind, creating a psychological safety that serves as a strong foundation for satisfaction. In this respect, Aming Coffee Gaia Bumi Raya has provided "Excellent" service quality. This is evidenced by the Assurance indicator value obtaining an average score of 16.2571 out of 20, which after being transformed into a scale of 100 becomes 81.29.

Empathy represents the critical relational aspect of service interaction, manifested through sincere attention and personalization that goes beyond standard transactions. This capability is demonstrated through actions such as remembering loyal customer preferences, offering solutions adapting to unique needs, and showing authentic care. The significance of this dimension lies in the fact that service is fundamentally a human interaction; when customers feel treated as valued individuals rather than just transactional units, an emotional bond is formed that transforms temporary satisfaction into long-term loyalty. In this respect, unlike the previous indicators, Aming Coffee Gaia Bumi Raya has provided service quality at a "Good" level. This is evidenced by the Empathy indicator value obtaining an average score of 14.5714 out of 20, which after being transformed into a scale of 100 becomes 72.86.

The five indicators show that service quality at Aming Coffee Gaia Bumi Raya City can be stated as excellent as four of the five indicators have a value of more than 80, while the empathy indicator has a value of 72.86 which falls into the good category. Although these four indicators fall

into the excellent category, their values are still at the threshold approaching number 80, so there are still things that can be improved again. On the other hand, Aming Coffee needs to pay deeper attention to the empathy indicator whose assessment score is smaller compared to other indicators.

5. Conclusion

Based on the data processing results, it can be concluded that the level of consumer satisfaction with the service quality of Aming Coffee Gaia Bumi Raya City Kubu Raya has a positive and significant effect of 67%. The results of this study indicate that of the entire SERVQUAL dimensions, namely Reliability, Assurance, Tangibles, Empathy, and Responsiveness, there are 4 dimensions of service quality that show a "very good" assessment and one dimension that is valued as "good". The four dimensions are tangibles, reliability, responsiveness, and assurance, while the empathy dimension falls into the good category. This study recommends Aming Coffee Gaia Bumi Raya City to focus on improving the empathy dimension in its service quality and further improving tangibles, reliability, responsiveness, and assurance. Although the four dimensions fall into the very good category, their values are still close to the minimum limit of that category so there are still many aspects that can be improved.

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