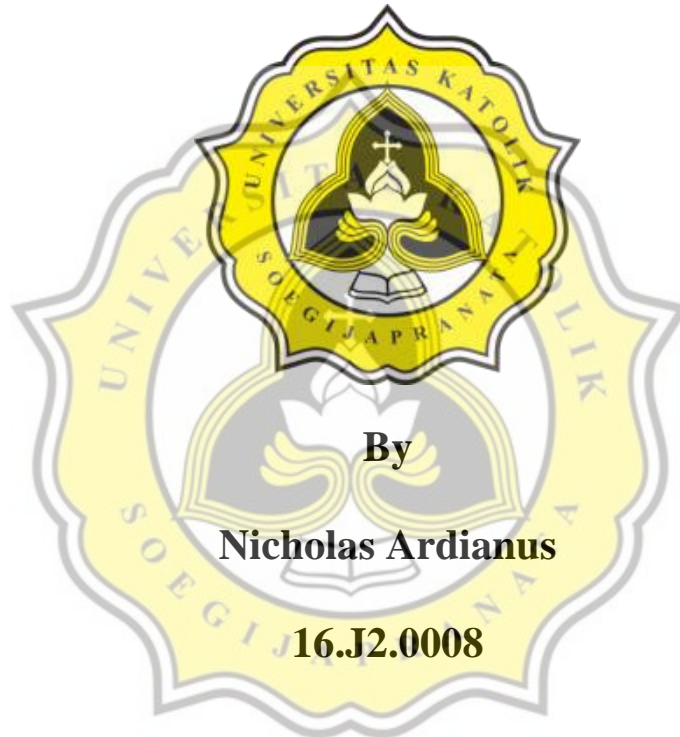


**COFFEE CAFÉ OWNERS' PRACTICE OF DELIVERY-  
BASED SYSTEM**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the  
Degree of *Sarjana Sastra* in the English Study Program**

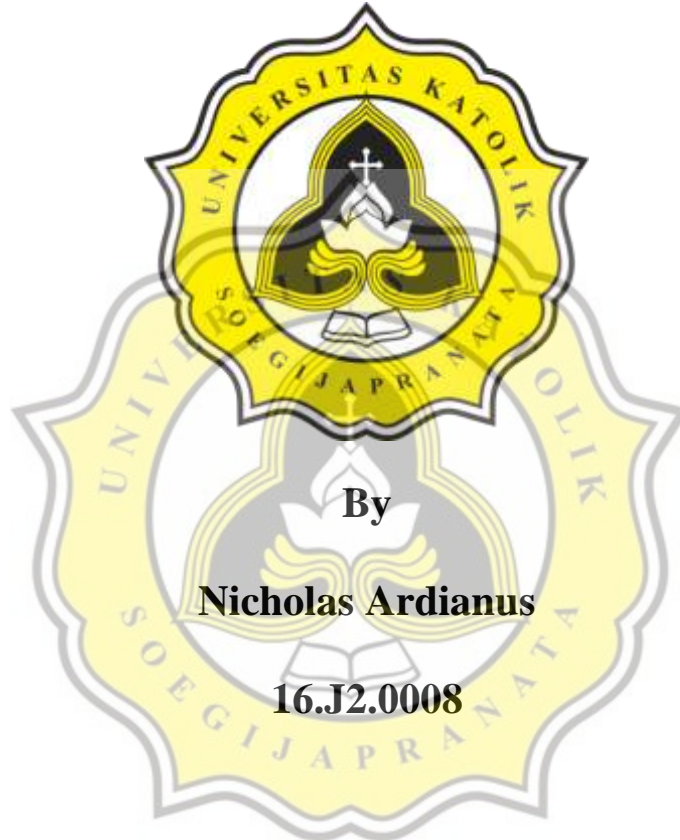


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2021**

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Semarang, 4 Februari 2021

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Nicholas Ardianus

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Semarang, 4<sup>th</sup> February 2021



Nicholas Ardianus Rijanto



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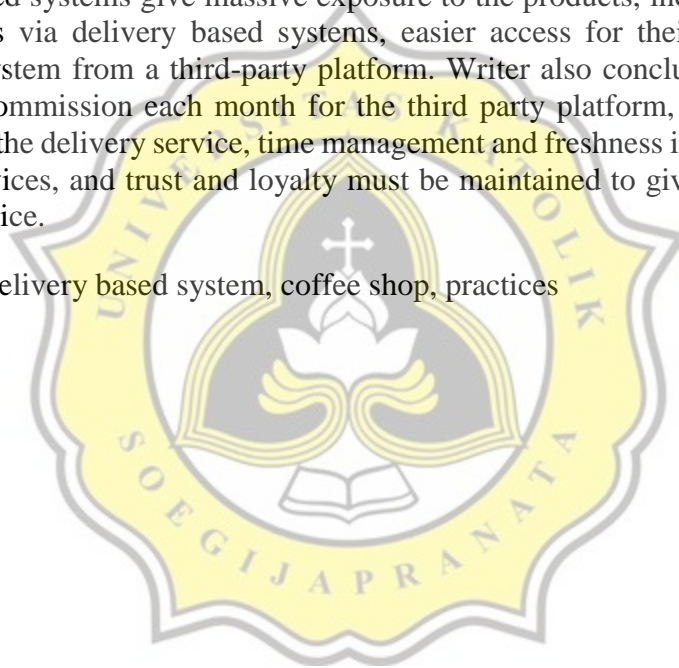
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## ABSTRACT

Coffee has existed since the colonialism era in Indonesia. The culture itself has been formed since that era, which also impacted the productivity of coffee. In the food and beverages business, delivery based systems support the coffee shops to give easier access for the customers. The objective of the study is to find out the coffee café owners' practices of the delivery based system. To help in understanding it, the writer was implementing a qualitative method to get an in-depth explanation and answer from the respondents. The instrument used was interviews. In this study, the writer interviewed 5 experienced coffee shop owners. The result of this research proves that delivery based systems give massive exposure to the products, increasing the number of customers via delivery based systems, easier access for their customers, and a structured system from a third-party platform. Writer also concludes that it takes 20 percent of commission each month for the third party platform, using the gadget is essential for the delivery service, time management and freshness is the key for reliable delivery services, and trust and loyalty must be maintained to give an extra point for delivery service.

Keywords: delivery based system, coffee shop, practices





## ABSTRAK

*Kopi telah ada semenjak zaman kolonialisme di Indonesia. Budayanya pun terbentuk sejak saat itu juga, yang akhirnya mempengaruhi produktivitas kopi di Indonesia. Dalam bidang makanan dan minuman, layanan pesan-antar sangatlah membantu pelaku usaha kopi dalam memberikan akses yang lebih mudah untuk pelanggannya. Tujuan dari penelitian ini adalah untuk mencari tahu tentang metode layanan pesan-antar yang diaplikasikan dalam bisnis kopi mereka. Untuk membantu memahaminya, penulis menerapkan metode kuantitatif untuk mendapatkan informasi yang mendalam tentang metode mereka. Instrumen yang digunakan adalah wawancara. Dalam studi ini, penulis mewawancarai 5 pemilik usaha kopi yang berpengalaman. Hasil dari penelitian ini menunjukkan bahwa layanan pesan-antar memberikan efek yang besar dalam pemasaran produk, menambah jumlah pembeli melalui layanan pesan-antar, akses yang lebih mudah bagi pelanggan, dan sistem yang structural dari aplikasi pihak ketiga. Untuk tambahan informasi, tiap bulannya aplikasi pihak ketiga akan memotong 20 persen komisi yang didapatkan dari penggunaan aplikasi mereka, menggunakan gawai adalah wajib, dan kepercayaan dan kesetiaan pelanggan harus dijaga untuk memberikan poin yang lebih dalam layanan pesan-antar.*

*Kata Kunci: layanan pesan antar, coffee shop, sistem*