

## CHAPTER 4

### DATA ANALYSIS

This study aims to find out how the coffee café's owners practice their delivery based system. To reach the objective the writer collected the data based on the interviews. The researcher used interviews to get an in-depth analysis that could not be retrieved from questionnaires. The main target of this study is the owners of coffee cafés. The writer interviewed five (5) experienced coffee café owners mentioned in chapter 3.

#### 4.1 The reasons for choosing the delivery service

**Table 4.1 Reasons for choosing the delivery service**

Kopi Sudut	- insufficient space for dine-in
Kopi Wolu	- to compete with other coffee shops so they will not be left behind - to provide easy access to the customers to get their products
USiblings	- one of many ways to expand the market - to get more exposure to their product - to use a third-party application to help café owner to promote their products
Luno Coffee	- to reach out to the majority of their customers who are office workers - to give easy access to customer - to get massive exposure through the third party application
Pesan Dua Kopi	- To expand its market - To make customer easily buy their products

Table 4.1 summarizes the results of the interviews conducted by the writer. It shows that the majority of the coffee shops provide a delivery service to give easy

access to their customers, to expose their products to the market, and to expand their market by using third-party applications. Other reasons are an insufficient place to dine in and to compete with other coffee shops. The results above show that giving or providing easy access to customers is the main reason for employing delivery-based systems. As a note, the attempt to reach out to the customers who cannot visit the site directly is included in giving easy access to the product.

Providing easy access is mentioned by the owners of Kopi Wolu, Luno Coffee, and Pesan Dua Kopi. Their responses are represented by the owner of Luno Coffee who said,

*karena market kita itu mayoritas orang kerja. Untuk mempermudah pelanggan kita untuk membeli juga tentunya. Jadi lebih fleksibel. Tidak harus datang ke tempat kita. Dengan layanan delivery kan kita juga bisa dikenal oleh masyarakat luas* [Because the majority of our customers are office workers. It gives easy access to our customers to buy the product. So, it will be more flexible. (The customers) do not need to go to our place. This delivery service can introduce us to the public] (Luno Coffee owner, interviewed on the 2nd of September, 2020).

The use of delivery systems to expose their product to the market is shared by the owners of Siblings and Luno Coffee. The owner of Siblings says that,

*Layanan delivery itu juga ada untuk mengekspos produk kita ke masyarakat luas. dan di aplikasi seperti gojek dan grab, mereka sudah mengaturkan sistem promosi yang menguntungkan pemilik bisnis.* (Delivery service also exists to

help business owners to expose their product more to the market. And the third party applications help business owners to market and create a promotion that brings benefit for the owner.] (Sibling Cafe owner, interviewed on the 24th of August 2020).

Moreover, the owners of Siblings and Pesan Dua Kopi mentioned that they were using the delivery-based system to expand their market by using third-party applications. The owner of Pesan Dua Kopi said that

*Untuk menjangkau market lebih luas lagi, karena ada beberapa orang dengan alasannya masing2 yang tidak ingin keluar rumah atau ingin menikmati makanan atau minuman di tempat yg mereka inginkan.* [to reach customer more broadly, because some people have their own reason to not get out from home to enjoy their food and beverages in the place they like.] (Pesan Dua Kopi owner, interviewed on the 3rd of September, 2020).

The other reasons for using a delivery-based system which the writer got from the respondents were because of the insufficient place for dine-in (Kopi Sudut), and to compete with other coffee shops (Kopi Wolu).

#### **4.2. Kinds of Delivery service used and the reasons**

**Table 4.2 The Kinds of Delivery Service Used and the Reasons**

Kopi Sudut	<p>Kinds of delivery service:</p> <ol style="list-style-type: none"> <li>1. Grab and Gojek</li> </ol> <p>Reasons for choosing the above delivery service</p> <ol style="list-style-type: none"> <li>1. They help the owner to promote their products</li> <li>2. They give the café some benefits such as discounts and promotions.</li> </ol>
Kopi Wolu	<p>Kinds of delivery service:</p> <ol style="list-style-type: none"> <li>1. Grab and Gojek</li> </ol> <p>Reasons for choosing the above delivery service:</p> <ol style="list-style-type: none"> <li>1. They have an integrated system of delivery</li> <li>2. They can help to win the competition with other coffee shops around their area.</li> </ol>
Siblings	<p>Kinds of delivery service:</p> <ol style="list-style-type: none"> <li>1. Grab and Gojek</li> </ol> <p>Reasons for choosing the above delivery service:</p> <ol style="list-style-type: none"> <li>1. The applications are national-level applications.</li> <li>2. to expand their market.</li> </ol>
Luno Coffee	<p>Kinds of delivery service:</p> <ol style="list-style-type: none"> <li>1. Grab and Gojek</li> </ol> <p>Reasons for choosing the above delivery service:</p> <ol style="list-style-type: none"> <li>1. The cafe has an insufficient budget to build its delivery system</li> <li>2. They offer plenty of benefits.</li> </ol>
Pesan Dua Kopi	<p>Kinds of delivery service:</p> <ol style="list-style-type: none"> <li>1. Grab and Gojek</li> <li>2. Independent delivery service</li> </ol> <p>Reasons for choosing the above delivery service:</p> <ol style="list-style-type: none"> <li>1. They can expand their market</li> <li>2. They give customers easier access to buy coffee shop products.</li> </ol>

Table 4.2 shows that third party application is the most common platform used as the delivery service platform, in this case, Gojek and Grab, the national level delivery service. The main reason coffee shop owners use third party service is that the

applications offer plenty of benefits and operate nationwide. The coffee shop owners also mention that creating their own delivery services is hard.

Providing benefits for owners was mentioned by the owner of Kopi Sudut and Luno Coffee. Kopi Sudut owner says that,

*Karena membantu promosi, layanan delivery yang sudah tertata dan juga system promosi mereka yang baik. Mereka juga membantu mengekspos produk kita supaya dikenal masyarakat luas* [Because they help the promotion; delivery service from the third party application has an integrated system. They also help us to expose more of our products.] (Kopi Sudut owner, interviewed on the 19th of August, 2020).

The difficulty of creating independent delivery services was mentioned by the owner of Luno Coffee. He says that,

*Karena keterbatasan biaya, kita memutuskan untuk bergabung dengan Grab dan Gojek. karena apabila kita membuat sistem delivery sendiri akan memakan lebih banyak waktu dan modal untuk menyempurnakannya* [because of the insufficient budget, we decided to join Grab and Gojek. Because if we want to create our own delivery service it will take much more time and budget to maximize it.] (Luno Coffee owner, interviewed on the 2nd of September, 2020).

Moreover, the level difference of the services was mentioned by the Siblings Cafe owner. they said that

*Karena kalo independen itu eksposur nya rendah kalau aplikasi itu nasional. Karna mereka juga sebagai media promosi yang tanpa profit. Dan sebenarnya*

*kalo share profit itu bisa disesuaikan.* [because if I made an independent service, it has a low exposure in comparison with the third party applications. Third-party applications have a national level of exposure and also they are non-profit applications. And even if it is a profit-sharing, it can be negotiated] (Siblings Cafe owner, interviewed on the 24th of August, 2020).

### 4.3. The influence of the delivery service system on the increasing number of consumers

**Table 4.3 Delivery Service System and the Increase Number of Customers**

Kopi Sudut	Yes, the profit increases by a total of 80 percent from the delivery service alone.
Kopi Wolu	Not significant. The users who order through delivery service are usually customers who have bought the product in-store. The delivery service only provides easier access for the customers to buy the products.
Siblings	No. The products are not daily needs.
Luno Coffee	Yes. It is a strategic way to market the product in the current situation.
Pesan Dua Kopi	Yes. Especially in a pandemic like now.

Table 4.3 summarizes the results of the interviews conducted by the writer. It shows that the majority of the owners said if the service provided by the third party application helps them to get more customers, and also gives the owner a strategic way to market their product in the current situation. Gaining more customers is mentioned by the owners of Kopi sudut, Luno Coffee, and Pesan Dua Kopi. Their responses are represented by the owner of Kopi Sudut who said “*Iya menambah. Per harinya bisa 80 persen pendapatan datang dari Gojek dan Grab sendiri.*” (Yes, it

increases the number of the customers. 80 percent of income per day is coming from the third party application.] (Kopi Sudut owner, interviewed on the 19th of August, 2020).

Meanwhile, the minority of the interviewees said that the third-party applications did not increase the number of customers. The reason behind this is that coffee is not a daily product that is needed by people on the daily basis.

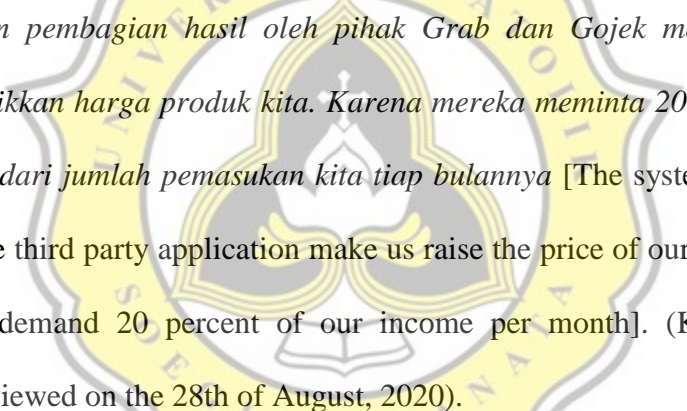
#### 4.4 The challenges of delivery service

**Table 4.4 The challenges of delivery service**

Kopi Sudut	<ul style="list-style-type: none"> <li>● Big shared profit. Around 20 percent of total sales per month.</li> <li>● Unavailability to control the driver's pace.</li> </ul>
Kopi Wolu	<ul style="list-style-type: none"> <li>● Competition is tough with already known coffee shops.</li> <li>● Have to be creative and fast-respond toward the market needs</li> <li>● 20 % of the profit per month will be deducted for third party application</li> </ul>
Siblings	<ul style="list-style-type: none"> <li>● Competing with the home industry which did not open a shop. Home industries do not have to pay the government tax, etc., so they can sell their product at a cheaper price.</li> </ul>
Luno Coffee	<ul style="list-style-type: none"> <li>● Inconsistent with the delivery service. because there are too many competitors</li> <li>● Third-party application takes 20 percent of their income per month</li> </ul>
Pesan Dua Kopi	<ul style="list-style-type: none"> <li>● In an independent delivery service, the main problem is always with the courier.</li> <li>● Because the courier is also working as a barista in their café</li> <li>● Not many of them want to do the double job desk</li> <li>● To encourage them, they are given an additional Rp.10.000 for each order they take</li> <li>● Third-party application takes 20 percent of their income per month</li> </ul>

Table 4.4 summarizes the results of the interviews conducted by the writer. It shows that the majority of the coffee shops have trouble handling the delivery service because of the big shared profit, too many competitors, and the unavailability to control the driver's pace. Other reasons are competing with the home industry, and that they have to be creative and fast in responding to the market needs.

Shared profit challenges are mentioned by the owners of Kopi Sudut, Kopi Wolu, Luno Coffee, and Pesan Dua Kopi. Their responses are represented by the owner of Kopi Wolu who said



*Sistem pembagian hasil oleh pihak Grab dan Gojek membuat kita harus menaikkan harga produk kita. Karena mereka meminta 20 persen pembagian hasil dari jumlah pemasukan kita tiap bulannya* [The system of shared profit by the third party application make us raise the price of our products. Because they demand 20 percent of our income per month]. (Kopi Wolu owner, interviewed on the 28th of August, 2020).

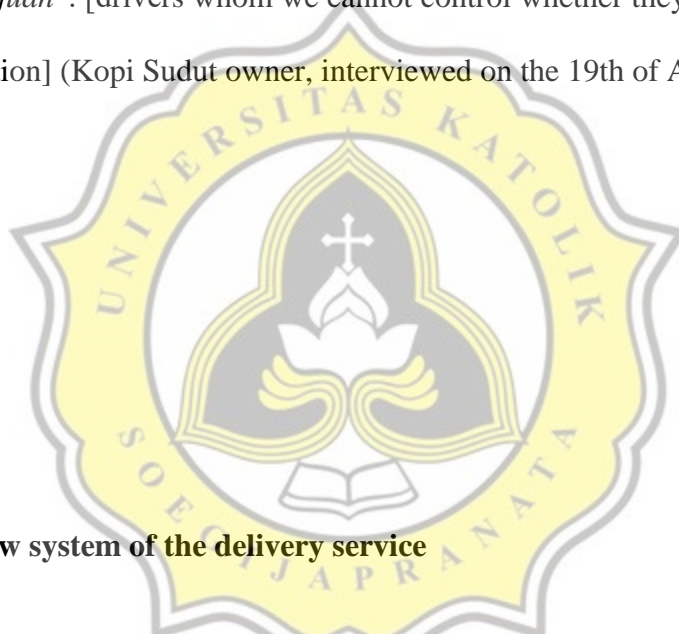
Competitors problem is mentioned by the owners of Kopi Wolu, siblings Cafe, and Luno Coffe. Their responses are represented by the owner of Siblings Cafe who said

*Bersaing dengan home industry. dimana mereka memiliki biaya yang lebih rendah daripada kita yang memiliki pajak dari pemerintah dan memikirkan tentang brand values yang dimana kita juga harus menaikkan harga. meskipun kualitas produk kita sama.* [Competing with the home industry, where they



have a lower price in comparison to us who have to pay taxes to the government and who also need to think about brand values which oblige us to raise the price although we have the same quality of products] (Siblings Cafe owner, interviewed on the 24th of August, 2020).

Moreover, the unavailability to control the driver’s pace is mentioned by the owner of Kopi Sudut who said, “*Driver yang tidak bisa dikontrol cepat lambatnya sampai ke tujuan*”. [drivers whom we cannot control whether they fast or not to reach their destination] (Kopi Sudut owner, interviewed on the 19th of August, 2020).



#### 4.5 Workflow system of the delivery service

**Table 4.5 Workflow system of the delivery service**

Kopi Sudut	<ul style="list-style-type: none"> <li>● Using tab as their main gadget to take order</li> <li>● There is a specified employee to take and make the order which comes from the delivery service</li> </ul>
Kopi Wolu	<ul style="list-style-type: none"> <li>● Using tab as their main gadget to take order of the delivery service</li> <li>● Turning on the push notification of the integrated application</li> <li>● There is always an employee who stands by to take orders</li> </ul>
Siblings	<ul style="list-style-type: none"> <li>● Using gadget to take order of their delivery order</li> </ul>

	<ul style="list-style-type: none"> <li>● One employee (cashier) is responsible to take orders of the delivery service provided.</li> </ul>
Luno Coffee	<ul style="list-style-type: none"> <li>● Using tab as their gadget to take an order and confirming the order from the delivery application</li> <li>● One employee is responsible to confirm the order and take orders</li> </ul>
Pesan Dua Kopi	<ul style="list-style-type: none"> <li>● Using gadget</li> <li>● The gadget is put in front of the cashier to make sure there are no order missed</li> </ul>

Table 4.5 summarizes the results of the interviews conducted by the writer. It shows that the majority of the coffee shop owners use gadgets to take an order from the customers. Moreover, assigning employees to do the job also the core of the system workflow. Another method to implement a good system workflow of the delivery service is by turning on the push notification of the third party application.

Using tab as their main gadget is mentioned by the owners of Kopi Sudut, Kopi Wolu, Siblings, Luno Coffee, and Pesan Dua Kopi. Their responses are represented by the owner of Luno Coffee who said “*Kita pakai gadget tab. Jadi setiap pesanan yang masuk akan terintegrasi ke aplikasi Gojek dan Grab*”. [We are using a gadget tab, so every order which comes through will be integrated to the third party application] (Luno Coffee owner, interviewed on the 2nd of September, 2020).

The job assignment for taking the order of the delivery service is mentioned by the owners of Kopi Sudut, Luno coffee, Siblings, and Kopi Wolu. Their responses are represented by the owner of Kopi Wolu who said "Yang menjaga di depan gadget itu ya yang berjaga di sekitar bar dan kasir. Jadi pasti selalu ada orang yang standby disitu." [Employees who are responsible to take care of the delivery order are people who

stayed in bars and the cashier. So, there will always be a person who is on standby there]. (Kopi Wolu owner, interviewed on the 28th of August, 2020).

#### 4.6 Time management of the delivery service

**Table 4.6 Time management of the delivery service**

Kopi Sudut	<ul style="list-style-type: none"> <li>● 5 minutes preparation of the order</li> <li>● 10 – 15 minutes driver arrivals</li> <li>● 10 – 15 minutes driver delivered</li> </ul>
Kopi Wolu	<ul style="list-style-type: none"> <li>● 5 – 15 minutes of preparation of the order</li> <li>● 20 – 30 minutes total of delivery time</li> </ul>
Siblings	<ul style="list-style-type: none"> <li>● 5 – 10 for drinks preparation</li> <li>● 20 minutes for food preparation</li> <li>● 20 – 45 minutes total of delivery time. (distance related)</li> </ul>
Luno Coffee	<ul style="list-style-type: none"> <li>● 5 – 15 minutes preparation of the order</li> <li>● 30 – 45 minutes total of delivery time</li> </ul>
Pesan Dua Kopi	<ul style="list-style-type: none"> <li>● 5 minutes of drink preparation</li> <li>● 10 – 20 minutes of food preparation</li> <li>● 20 – 30 minutes total of delivery time</li> </ul>

Table 4.6 summarizes the results of the interviews conducted by the writer. it shows that the majority of the coffee shops have 5 - 15 minutes of order preparation time, a total of the delivery time of 20 - 45 minutes. The other answer is 20 minutes for food preparation.

The order preparation time is mentioned by the owner of Kopi sudut, Kopi Wolu, Luno Coffee, and Pesan Dua Kopi. Their responses are represented by the owner of Pesan Dua Kopi who said “*Minuman itu kurang lebih hanya 5 menit saja. untuk makanan bisa 10 sampai 20 menit*”. [The beverages only need 5 minutes to be made. The food takes 10 until 20 minutes] (Pesan Dua Kopi owner, interviewed on the 3rd of September, 2020).

Moreover, the total delivery time is mentioned by all of the owners. their responses are represented by the owner of Siblings Cafe who said “*Aku tidak memikirkan itu karena sudah dihitung oleh aplikasi. Tapi di aplikasi tertulis 20 – 45 menit. Tergantung jaraknya*” [I do not know about it, because it is already calculated by the application. But, in the application it says 20 until 45 minutes, depends on the distance] (Siblings Cafe owner, interviewed on the 24th of August, 2020).

#### 4.7 Maintaining the freshness of the product

**Table 4.7 maintaining the freshness of the product**

Kopi Sudut	Separating the ice from the cup until the driver came.
Kopi Wolu	<ul style="list-style-type: none"> <li>● Beverages can stand for only one day</li> <li>● Food only 12 hours</li> <li>● All ingredients are fresh. Nothing instant.</li> </ul>
Siblings	<ul style="list-style-type: none"> <li>● Separating ice from the cup until the driver comes.</li> <li>● Juice products will only be made when the driver arrived on café</li> </ul>
Luno Coffee	<ul style="list-style-type: none"> <li>● Beverages can stand 5 days after the making</li> <li>● At room temperature, it only stands for one day.</li> <li>● In the fridge, it can stand until 5 days</li> </ul>
Pesan Dua Kopi	<ul style="list-style-type: none"> <li>● Beverages cannot stand a long time (not specified)</li> <li>● Foods can stand longer (not specified)</li> </ul>

Table 4.7 summarizes the results of the interviews conducted by the writer. It shows that beverages, especially coffee can only stand for one day at room temperature or 5 days in the refrigerator. To overcome it, a minority of the respondents said that separating the ice from the beverages will make the beverages stand longer.

The freshness of beverages is mentioned by the owners of Kopi Wolu, Luno Coffee, and Pesan Dua Kopi. Their responses are represented by the owner of Luno Coffe who said

*Kesegaran produk dari kita selalu terjaga. Untuk produk kopi bisa tahan 1 hari sampai 5 hari, tergantung cara menyimpannya. Kalau disimpan didalam lemari es bisa sampai 5 hari. Kalau di suhu ruangan hanya maksimal 1 hari. Maka dari itu kita menyarankan untuk selalu menyimpan produk kita di dalam lemari es, untuk mempertahankan freshness-nya. Non kopi ya sama juga. [The freshness of our product is always maintained. Coffee products can stand 1 until 5 days, depending on the way they preserve it. If the customer saves it inside the refrigerator, it can stand until 5 days. If it is at room temperature, it will only stand for one day at the best. That is why, we encourage our customers to always save our products inside the refrigerator to maintain the freshness. It is also applied for non-coffee products] (Luno Coffee owner, interviewed on the 2nd of September, 2020).*

Separating the ice from the beverages is mentioned by the owners of Kopi Sudut, and Siblings Coffee. Their responses are represented by the owner of Kopi Sudut who said

*Dari kita ya hanya memisah es batu dari gelasnya. Karena untuk menjaga kesegaran produk itu penting. Percuma kita membuat produk kita untuk customer tapi sampai sana sudah tidak bisa diminum. Maka dari itu, inisiatif*

*kita adalah memisahkan es dari minumannya terlebih dahulu sebelum sampai ke pelanggan. Agar saat mereka menyantapnya juga tidak ada rasa tidak enak atau yang berkurang.* [What we can do is separating the ice from the beverages because to maintain the freshness of the products is important. It will be useless if the products we send to the customers cannot be drunk. That is why, our initiative is to separate the ice from the beverages before it goes to the customer, so when they drink it, the flavor will not be different] (Kopi Sudut owner, interviewed on the 19th of August, 2020).

#### 4.8 Delivery policy of the system (distance, driver reliability to take multiple order)

**Table 4.8 Delivery policy of the system**

Kopi Sudut	<ul style="list-style-type: none"> <li>● Using the third party platform (Grab and Gojek)</li> <li>● The third party application handles the distance policy.</li> <li>● Each driver can only deliver 1 order at a time.</li> <li>● No maximum distance</li> </ul>
Kopi Wolu	<ul style="list-style-type: none"> <li>● Using the third party platform (Grab and Gojek)</li> <li>● The third party application handles all of the policy.</li> <li>● Each driver can only deliver 1 order at a time</li> <li>● No maximum distance</li> </ul>
Siblings	<ul style="list-style-type: none"> <li>● Using the third party platform (Grab and Gojek)</li> <li>● The third party application handles all of the policy.</li> <li>● Each driver can only deliver 1 order at a time</li> <li>● No maximum distance</li> </ul>
Luno Coffee	<ul style="list-style-type: none"> <li>● Using the third party platform (Grab and Gojek)</li> <li>● The third party application handles all of the policy.</li> <li>● Each driver can only deliver 1 order at a time</li> <li>● No maximum distance</li> </ul>
Pesan Dua Kopi	<ul style="list-style-type: none"> <li>● Using both delivery services. The third-party (Grab and gojek), and independent delivery service.</li> </ul>

- 
- Independent delivery services have no distance limit.
  - Independent delivery service couriers can handle more than 1 order.
  - The third-party handles all of the policy.
  - The third-party courier can only handle 1 order at a time
- 

Table 4.8 summarizes the results of the interviews conducted by the writer. It shows that all of the respondents do not have to take care of the delivery policy which includes driver's reliability, the maximum distance of delivery, and maximum carriage of order for the driver. In addition, one of the respondents is using an independent delivery service for their cafe.

The reason the respondents choose the third party platforms for their delivery service is mentioned by the owners of Kopi Sudut, Kopi Wolu, Luno Coffee, and Siblings Cafe. Their responses are represented by the owner of Kopi Sudut who said *Karena membantu promosi, layanan delivery yang sudah tertata dan juga sistem promosi mereka yang baik. Meskipun profit dari kita itu terpotong namun pihak mereka juga membantu mengekspos produk kita supaya dikenal masyarakat luas.* [Because they help our promotion; they have a structured system of delivery and promotion. Although they also want us to share profit, at least they help to expose our product to the market more] (Kopi Sudut owner, interviewed on the 19th of August, 2020).

The maximum distance of delivery is mentioned by the owners of Kopi Sudut, Luno, Siblings, Pesan Dua Kopi, and Kopi Wolu. their responses are represented by the owner of Siblings Cafe who said,

*Dari aku nggak ada. Karna kan itu semua sudah diatur dari aplikasi. Tapi biasanya yang beli dari café kita itu hanya yang berada di dekat café kita aja. Ya masih dalam radius 5 km sampai 10 km aja.* [For me, there is no limit in the delivery distance. But, usually the customers who buy our product come from around the cafe. Maximum 5 - 10 km] (Siblings Cafe owner, interviewed on the 24th of August, 2020).

Moreover, the minimum order for the drivers is being mentioned by the owner of Kopi Sudut, Luno, Siblings, Pesan Dua Kopi, and Kopi Wolu. Their responses are represented by the owner of Kopi Wolu who said,

*Tidak. Gojek dan Grab tidak seperti itu. Jadi bila hanya satu pesanan ya akan langsung diantarkan. Tidak menunggu pesanan lain dulu baru diantarkan. Meskipun itu ke area yang sama. Semuanya sudah dihitung oleh aplikasi. Jadi untung rugi tentang pengantaran itu sebenarnya bukan urusan kita.* [No. The Third party platforms are not like that. Even if there is only one order, they will deliver it immediately. They do not wait for other orders. Although it is from the same area, they will deliver it separately. It is already calculated by the application. So, actually, the delivery process is not our responsibility] (Kopi Wolu owner, interviewed on the 28th of August, 2020).

#### **4.9 Delivery surcharge of the delivery system**

**Table 4.9 Delivery surcharge of the delivery system**



Kopi Sudut	<ul style="list-style-type: none"> <li>● The delivery surcharge is being handled by the third-party platform</li> </ul>
Kopi Wolu	<ul style="list-style-type: none"> <li>● The delivery surcharge is already calculated by the application.</li> <li>● 1 – 10 KM = Rp. 6.000 – Rp. 20.000</li> </ul>
Siblings	<ul style="list-style-type: none"> <li>● The delivery surcharge is already handled by the third party platform</li> </ul>
Luno Coffee	<ul style="list-style-type: none"> <li>● The delivery surcharge is already handled by the third party platform</li> </ul>
Pesan Dua Kopi	<ul style="list-style-type: none"> <li>● The delivery surcharge is already handled by the third party platform</li> <li>● Independent delivery surcharges are free at least for the minimum sale of Rp. 75.000</li> </ul>

Table 4.9 summarizes the results of the interviews conducted by the writer. It shows that all of the respondents said that the delivery surcharges are not the responsibility of the owners, because it is taken care of by the third party application. In terms of independent delivery surcharge, Pesan Dua Kopi owner said that they only deliver when certain amounts of purchases are filled.

The estimated charge related to the distance is mentioned by the owner of Kopi Wolu who said, “*Sistem dari gojek dan grab itu sudah ada perhitungannya. Dari jarak 1 km sampai 10 km itu bisa dari 6000 sampai 20.000. secara detailnya kita kurang tahu*”. [The system from the third party applications has already calculated it. From 1 - 10 kilometers, the estimated charge will be from Rp. 6000 - Rp. 20.000] (Kopi Wolu owner, interviewed on the 28th of August, 2020).

#### **4.10 Dealing with the late process of delivery**

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Kopi Sudut	<ul style="list-style-type: none"><li>● Communicating through the drivers.</li></ul>
Kopi Wolu	<ul style="list-style-type: none"><li>● Communicating through the drivers.</li><li>● Saying sorry to the customers (usually customers willingly wait.)</li></ul>
Siblings	<ul style="list-style-type: none"><li>● Communicating through the drivers.</li><li>● Have 2 options: the first option is giving an extra voucher worth Rp. 50.000 or Rp. 100.000; the second option is telling them to wait.</li><li>● First option only applies when there is a fatal error. (Espresso machine broke, etc.)</li></ul>
Luno Coffee	<ul style="list-style-type: none"><li>● Communicating through the drivers.</li><li>● Being transparent with the reason</li></ul>
Pesan Dua Kopi	<ul style="list-style-type: none"><li>● Communicating through the drivers.</li></ul>

Table 4.10 summarizes the results of the interviews conducted by the writer. It shows that all of the respondents have similar responses. They try to communicate through the drivers and try to give the customer options to compensate.

The communication with the driver is mentioned by the owner of Kopi Sudut, Kopi Wolu, Luno, Pesan Dua Kopi, and Siblings. Their responses are represented by the owner of Luno Coffe who said,

*Lewat driver ya. karena itu salah satu caranya. kita menyampaikan ke driver. lalu dia memberi tahu customer kita supaya tahu bahwa akan ada keterlambatan pengantaran. kita juga biasanya transparan ada masalah apa yang menghambat penghantaran. karena biasanya dari driver juga bertanya tanya apa yang membuat bisa menjadi terlambat. karena dari kedua belah pihak yaitu dari kita dan driver ingin secepatnya menyelesaikan orderan.*

*begitu.* [One of the ways is by communicating through the driver. We tell the driver there will be a delay in the delivery. Then the driver will tell the customer that the delivery is delayed. We are usually being honest to them about the problem. Also the driver will ask us what the problem is. because both parties (the driver and the owner) want to complete the order as fast as possible] (Luno Coffee owner, interviewed on the 2nd of September, 2020).

Moreover, giving the option to make customers more convenient with the services is being mentioned by the owner of Siblings Cafe who said,

*Kalau posisi driver masih di tempat kita bakal chat customer melalui driver. tapi kalau driver masih dalam perjalanan, kita bakal chat langsung ke customer lalu memberi 2 options. Option 1 itu memberi voucher seharga 50 atau 100 ribu dan option ke 2 itu memberi pesanan lagi dan meminta customer menunggu. Tapi kebanyakan mereka memilih untuk menunggu karna voucher hanya akan dibagikan apabila ada kesalahan fatal dari kita (contoh: mesin espresso rusak, dll).* [If the driver is still in our place, we will deliver the message via the driver. But, if the driver is still on the way, we will give the customer 2 options. The first option is giving a voucher worth of Rp. 50.000 - Rp. 100.000 to the customer or the second option is asking the customer to wait and give them extra beverages. But, most of the customers willingly wait for the delayed process because a voucher will be given if there are fatal errors, such as broken espresso machine, etc] (Siblings Cafe owner, interviewed on the 24th of August, 2020).

#### 4.11 The importance of customers' trust and loyalty toward the café or products

**Table 4.12 The importance of customers' trust and loyalty toward the café or products**

Kopi Sudut	<ul style="list-style-type: none"> <li>● It is important</li> <li>● Trust and loyalty is their main attraction to get customer</li> <li>● Every customer are treated as a family</li> </ul>
Kopi Wolu	<ul style="list-style-type: none"> <li>● It is important</li> <li>● Keep the process consistently (To maintain a satisfied customer toward their product)</li> <li>● Make the customer comfortable with the café and also the product</li> <li>● They believe by making the customer comfortable, will grow the trust and also loyalty towards their product</li> </ul>
Siblings	<ul style="list-style-type: none"> <li>● It is important.</li> <li>● They keep in track of their google business</li> <li>● Answering and commenting on every comment the customer make about their product or café</li> <li>● The after-effect of it was the customer will feel the owner was also trying to be better</li> </ul>
Luno Coffee	<ul style="list-style-type: none"> <li>● It is important.</li> <li>● Trust and loyalty can increase their values</li> </ul>
Pesan Dua Kopi	<ul style="list-style-type: none"> <li>● It is important because the majority of the income came from repeat order from customers who have already trusted them.</li> <li>● To maintain and increase the number of customers, they give special treatment to loyal customers (free one cup of coffee for each purchase).</li> <li>● By doing that, they will get their attention, and will make the customer also promote their café.</li> </ul>

Table 4.11 summarizes the results of the interviews conducted by the writer. It shows that all of the coffee shop owners agree that trust and loyalty are important for

the business. That is why there are certain main points to be implied, such as treating customers as a family, keeping the process consistent, and also making the customer feel comfortable with their place and services. The results above show that giving extra attention to the trust and loyalty of the customer will increase their brand values and profits.

Treating customers as a family is being mentioned by the owner of Kopi Sudut who said “*Kita menganggap pelanggan kita itu sebagai keluarga kita. Jadj kita bukan menganggap diri sebagai pemilik tapi sebagai sesama manusia yang bisa diajak mengobrol*”. [We are treating our customer as a family, so we will not act as an owner for them, instead as a human being who can be talked to] (Kopi Sudut owner, interviewed on the 19th of August, 2020).

Keeping the process consistent is being mentioned by the owner of Kopi Wolu who said,

*Apalagi bila pelanggan sudah nyaman dengan produk kita. Pasti kita akan tetap konsisten dalam pembuatannya. Karena kalau mereka itu nyaman berarti mereka juga sudah setia dan percaya kepada kita. Kalua kita suatu saat berubah, mereka juga pasti akan berubah mindset nya terhadap kita.* [When the customers feel comfortable with our products, we will be consistent in making the product. Because if they are already comfortable with our product, it means they are already loyal and they believe in us. If we change the process,

the customers mindset about us will also change.] (Kopi Wolu owner, interviewed on the 28th of August, 2020).

Moreover, the convenience of the place and services is being mentioned by the owner of Pesan Dua Kopi who said,

*Penting. Karena kafe kami itu sebagian besar pendapatan dari repeat order yang dilakukan oleh customer. Dan kita sempat juga memberikan special treatment kepada pelanggan setia kita dengan memberikan pembelian 1 cup kopi susu free 1 lagi. dan juga dengan mendapatkan kepercayaan dan kesetiaan mereka, mereka dengan sendirinya akan mempromosikan kafe kita secara tidak langsung ke orang lain. [It is important because most of our income comes from the repeat order from the customers. And we also give special treatment for our loyal customer which is buy 1 get 1 free. and also when we have their trust and loyalty, they will automatically promote our cafe to their colleagues]* (Pesan Dua Kopi owner, interviewed on the 3rd of September, 2020).

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS