

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

5.1 Conclusion

This research aims to find out the practices of delivery based system coffee shops from the five (5) coffee shop owners (Kopi sudut, Siblings Café, Pesan Dua Kopi, Kopi Wolu, and Luno Coffee) using interviews as the main instrument to collect the data. The data from the interviews show that practices of the delivery based system were mostly structured and supported by the third party platform (Grab and Gojek). All about the policy of the delivery service were also already structured. Because of the structured system, the third-party applications are applying 20% of the shared profit from the user selling to keep the delivery service running. In terms of the delivery surcharge, the applications charge 1 – 10 Kilometers for Rp. 6.000 – Rp. 20.000. One of the owner's main reasons for choosing the third party application is that the third party application gives the coffee shop's products a massive exposure to the market. Not only that, but the owner also gets a chance to increase the number of customers via delivery service. In terms of the workflow of the delivery service, the owner said they only use smart tablets and turn on their push notification to get alerted when there are any new orders. In one time order, the total estimated time for the products to be delivered will be around 30 – 45 minutes including the making of the products, the arrival of the driver, and the delivery of the products. Since one of the important essences of the delivery system is freshness, the coffee shop owners said that the freshness of the coffee and non-coffee beverages are five (5) days in the refrigerator and one day at room temperature. In terms of customers' trust and loyalty, obstacles may occur such as late delivery or wrong orders. That is why the owner said they will

communicate with the driver if there are any errors with the order. To maintain trust and loyalty, the owners use social media and google business as their medium to communicate with the customers. In addition, giving comfortable services and consistency with the products processes are mentioned. From the responses above, the writer concludes that the delivery-based system is effective and reliable, especially with the support from third-party applications.

5.2 Suggestion

The writer suggests further researchers to ask other experts in the business to get more in-depth information about the prospect of delivery based systems in the future. Further researchers were also suggested to compare coffee shop which use delivery service and the one who did not use it to get an in-depth information if the service provided is beneficial for the café or not. And also to learn about the current pandemic situation (Covid-19) for the business in the future time. Future researcher also need to get more participants to get more information and study the business in the current situation (Covid-19).