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APPENDIX/APPENDICES

Interview result of Kopi Wolu

1. Why offering delivery service?
= Because by providing this service customer will be easier to buy our products. It is also to compete with other coffee shop who also use delivery service as their service.

2. Do you use platform like Gojek / Grab or offering independent delivery service?
= for now Kopi Wolu only offers Gojek and Grab as their main delivery service.
3. Why choosing services that already provided by the third party rather than building your own services which can probably more beneficial than it?
= Because people in our area often use third party application to buy food and beverages and because of the integrated system.
4. Does delivery service gaining customers?
= not significant. Because people who usually use delivery service, only people who already came and bought our products before. So they only using the service to save time to buy our products.
5. Does delivery service expand the range of customers?
= No. because in the third party application there are a features called 'Near Me'. So customers who bought our product will only range from 5 – 10 Kilometers. Because more than 10 kilometers the delivery charge will be more expensive than the products they buy.
6. What is the challenges of delivery service?
= from our perspective, the competition. It can be said in our area, coffee shop are a lot. Even in the smallest alley there will be one or two coffee shops. So we need to be more creative and fast-respond to the market needs. Because it

can also affecting our customers buying interest. And also the third party application admin fees per month which cut 20 percent of our profit.

7. How do you take care of the delivery orders? What is your prevention for postponed orders? Is there any special worker for that? Is there any special system? Do you communicate with your customer if there are any postponed order?

= we provide gadget tab as our media to taking orders. The one who takes the orders usually employees who were currently on duty in the bar or cashier. Thankfully, there are no missed order until now. Because we also know that customers will be disappointed and going to think twice before they order with us.

8. How long do you need to prepare the order? Is there any standard to it?

= so, we start when we got the order, then we make the order, and waiting the driver come. Meanwhile, we will store the beverages in the fridge and wait until the driver arrived. If there any food order, we usually process it immediately because the process take a long time. The whole process for both beverage and food will be 5 until 15 minutes.

9. How much time do you think delivery time window will be?

= from the order came, approximately 20 until 30 minutes. Because it depends the availability of drivers around our café. From the third party application, the system will looking for the nearest available driver to take the order. If in peak hour, it can take until 45 minutes.

10. How long do the order will be void? How do you maintain the freshness of the product?

= beverages can stand more than one day. But, for food it only last for 12 hours. So during the delivery there will be no trouble. Freshness is our priority. We never use pre-made products.

11. Is there any distance limitation for the delivery service in order the products to be delivered in perfect condition?

= we never thought about that. Because it is already calculated by the application and there will be a time proximity of the delivery process.

12. If there any one more than delivery order into the same area, will it be delivered at once by one driver or not?

= no, it is not. So if there any order like that, the driver will only accept one order at a time. There will be no multiple delivery by the same driver. About the cost efficiency is not our problem.

13. How much the delivery subcharge is? How you calculate it?

= Third party application already calculated it. From 1 kilometers until 10 kilometers it will ranged from Rp. 6.000 until Rp. 20.000. We don't know the details about it.

14. Is there any minimum of delivery surcharge?

= no. Going back to our mentioned statement before. If the distance is too far from our café, the customer will think twice to order from us. Because the delivery surcharge will be more expensive than the product.

15. If there any late processed delivery, how do you take care of it?

= we communicate through our driver. We apologize, and explaining to them.

So they will understand and willingly to wait for it.

16. How do you communicate with the customers? Via WhatsApp, Line, or other applications?

= mostly Instagram. We reposting their stories, and if they post something about us, we will be answering and thanks them. Even it is a critics or compliment.

17. Other than the third party application, is there any other way for the customer to order from you?

= they usually come to our café. Because we also provide a cozy place. Other than that, there are no other way from the third party application.

18. How do you replying complaints from the customers?

= apologizing to the customer. We asked politely what is the problem about and we will collect the complaints and we will fix it for the future. Because complaint and compliment is the chance to give a better service for them.

19. Is trust and loyalty important for you?

= absolutely. Comfort is our priority. We will stay consistent with our process. Because if they already comfortable with us, it means that they also have their trust and loyalty for us. If one day we change, they will also change their mindset about us.

20. Is there any delivery follow-up after the delivery done?

= they will only leave a review star for us in the application. It can also help us to be known by people.

Interview result of siblings

1. Why offering delivery service?

= because it was one of the ways to expand our market. To expose more about our products from delivery service and application like Gojek and Grab is very helpful toward our business.

2. Do you use platform like Gojek / Grab or offering independent delivery service?

= yes we use Grab and Gojek.

3. Why choosing services that already provided by the third party rather than building your own services which can probably more beneficial than it?

= because independent delivery service have a low exposure to our product.

Unlike the applications that have massive exposure toward our café or products and it can be a non-profit promotion media for us. About profit sharing it can be adjusted.

4. Does delivery service gaining customers?

= not significant. Because my product is not daily needs. The example of daily needs is like fried rice and other foods.

5. Does delivery service expand the range of customers?

= yes it expands.

6. What is the challenges of delivery service?

= home industry is our competitors. Where they have low cost and high profit income. Unlike our products that have taxes, and brand values in mind. We need to have a higher price for it. Although we sell the same products.

7. How do you take care of the delivery orders? What is your prevention for postponed orders? Is there any special worker for that? Is there any special system? Do you communicate with your customer if there are any postponed order?

= we provide a devices for it. And we place it at the cashier, so whenever there is a new order the employees near the device can check it and process it immediately.

8. How long do you need to prepare the order? Is there any standard to it?

= for beverages is 5 until 10 minutes. Foods can take times until 20 minutes. But 70 percent of the delivery service is beverages not food.

9. How much time do you think delivery time window will be?

= I was not thinking about it. Because it already calculated by the application. 20 until 45 minutes is the delivery time window. Depends on the distance.

10. How long do the order will be void? How do you maintain the freshness of the product?

= about freshness, I usually see first if the customer want the ice to be separated or not. But some cases like juices, we process it when the driver already arrived. Because it is fast to be make.

11. Is there any distance limitation for the delivery service in order the products to be delivered in perfect condition?

= no, they are not. Because it already arranged from the application. Usually who order from us is the one who near us. Radius 5 until 10 kilometers.

12. If there any one more than delivery order into the same area, will it be delivered at once by one driver or not?

= no. the application will search other driver. Even if the delivery point is the same.

13. Do you need to wait for other order in order delivery could be done?

= the application is not like that. The application will search for other driver near us. Even if there are no driver near us, it will look for other driver who's available.

14. How much the delivery subcharge is? How you calculate it?

= the application took care of it.

15. Is there any minimum of delivery subcharge?

= there are no minimal order. The application arranged it for us.

16. If there any late processed delivery, how do you take care of it?

= through driver if they still in our store. If it is not, we will contact our customer directly. Than we give 2 options for them. First option, giving voucher worth Rp. 50.000 or Rp. 100.000 and the second option is giving them a new products to be delivered again. Most of them choose second option because we only giving voucher if there are any fatal errors from us.

17. How do you communicate with the customers? Via Whatsapp, Line, or other applications?

= we maximizing the engagement in Instagram. We will reply anything in Instagram and Google. Even if it is a critics or compliment. Because later it will affect other customer who curious with our store. At least to make them think that we also took care of them.

18. Other than the third party application, is there any other way for the customer to order from you?

= because of pandemic. We provide special delivery via whatsapp. Radius 5 kilometers will be free delivered. Rp. 50.000 minimum order.

19. Is trust and loyalty important for you?

= absolutely. That is why I always check Google business. So we are always trying to give our customer an appropriate services.

20. Is there any delivery follow-up after the delivery done?

= there are none for now. Only occasionally. Because not all of our customer want to be bothered with us after the delivery order done. We afraid they will feel uncomfortable with us or anything else.

Interview results of Kopi Sudut

1. Why offering delivery service?

= Because the insufficient space of café.

2. Do you use platform like Gojek / Grab or offering independent delivery service?
= Gojek and Grab
3. Why choosing services that already provided by the third party rather than building your own services which can probably more beneficial than it?
= Because it helps the promotion, the delivery service which already structured, and also a good promotion system. Although our profit will be cut per month, they also helps us to expose our product to people.
4. Does delivery service gaining customers?
= yes, it increases. Per day it can be 80% itself from the delivery service.
5. What is the challenges of delivery service?
= a big cut. Around 20 percent of our total sells per month. And also uncontrollable driver's pace.
6. How do you take care of the delivery orders? What is your prevention for postponed orders? Is there any special worker for that? Is there any special system? Do you communicate with your customer if there are any postponed order?
= turning the notification of the application on. And also there are employees that take turns in front of the tablet.
7. How long do you need to prepare the order? Is there any standard to it?
= it depends on the area. Because there are drivers who have far pickup point. But, in terms of the process of the making it only take 2 until 3 minutes.

8. How much time do you think delivery time window will be?
= it will be around 5 until 15 minutes upon the delivery item being picked up by the driver. If we calculate it right, it will be around 45 minutes for the customer to receive their order.
9. How long do the order will be void? How do you maintain the freshness of the product?
= we only separating the ice from the beverages. Because it is important to sustain the freshness of the product. That is why, we initiate to separating the ice before the beverages delivered to the customer.
10. Is there any distance limitation for the delivery service in order the products to be delivered in perfect condition?
= no we don't have. Because it already calculated by the system.
11. If there any one more than delivery order into the same area, will it be delivered at once by one driver or not?
= no, it still being processed separately.
12. If there any late processed delivery, how do you take care of it?
= we apologize via drivers and giving them a bonus. For a complimentary for them.
13. How do you communicate with the customers? Via Whatsapp, Line, or other applications?
= we usually use Instagram. There are some people who asked about our menu via Direct Messages.

14. Other than the third party application, is there any other way for the customer to order from you?

= yes. We usually also opening a pre-order via Instagram and also doing bazaar.

15. How do you handle complaints from customers? How you react to it?

= we apologize and replacing the item with a new one.

16. Is trust and loyalty important for you?

= yes it is important. We see our customer as our family. So we did not want to make our self as an owners of this place but as a human being who can be talked with.

17. Is there any delivery follow-up after the delivery done?

= yes absolutely. Communicating via Instagram and giving them like for their post about us and the menus. And if they give us feedback, we also replying it. Whether it is a good or bad comment.

Interview results of Luno Coffee

1. Why offering delivery service?

= because our market segment is office worker. To give an easier access for them. So they will be more flexible with it. Also with our delivery service, people will know us better.

2. Do you use platform like Gojek / Grab or offering independent delivery service?
= Grab and Gojek
3. Why choosing services that already provided by the third party rather than building your own services which can probably more beneficial than it?
= because our insufficient budget, we did not have our independent delivery. Because it will spend more money and time before we can open our shop. So we decided to use services which already systemized to minimize our spending. The profit is also better than having independent service.
4. Does delivery service gaining customers?
= yes, it gains. Because we have a strategic place around Mt haryono street. Where a lot of people work there. So it suits our target market.
5. Does delivery service expand the range of customers?
= no, it only applied for people who already order from us. Because the range only around our shop.
6. What is the challenges of delivery service?
= we cannot be consistence with it. Because many competitors in food and beverages section in Semarang. Moreover around our café, there are some coffee shops who already have fame. We already lost there, because they have more customer than us.
7. How do you take care of the delivery orders? What is your prevention for postponed orders? Is there any special worker for that? Is there any special

system? Do you communicate with your customer if there are any postponed order?

= we are using gadget. Each order will be integrated with the system of the Grab and Gojek. Employee who taking care the order usually who in charge of the cashier. We never miss our order of the delivery, sometimes the customer who cancel it instead. Because every order will get a receipt, so each of it will be organized by cashier people.

8. How long do you need to prepare the order? Is there any standard to it?

= beverages will only takes 5 minutes. But, if we run out of espresso, we need more time. From 10 – 15 minutes until the order done.

9. How much time do you think delivery time window will be?

= looking from the application perspective, it takes 30 – 45 minutes. Nothing more or less. It already include all of the process from the driver on the way to us until delivering it to our customer.

10. How long do the order will be void? How do you maintain the freshness of the product?

= our freshness always detained. For coffee products can last at least 1 – 5 days. Depends on how they store it. In fridge it can last until 5 days. But, by room temperature it will only last 1 day maximum.

11. Is there any distance limitation for the delivery service in order the products to be delivered in perfect condition?

= there are no boundaries for it. Fortunately, in Grab and Gojek there are no limit.

12. If there any one more than delivery order into the same area, will it be delivered at once by one driver or not?

= it can only be delivered by one driver at a time.

13. Do you need to wait for other order in order delivery could be done?

= no. each driver have its own order.

14. How much the delivery surcharge is? How you calculate it?

= application took care of it. We did not know the details.

15. Is there any minimum of delivery surcharge?

= there are no minimum.

16. If there any late processed delivery, how do you take care of it?

= through driver. Because it is one of the way. We chat via driver. Then the driver tell the customer if there are any postponed order. We usually become transparent about it. Because usually driver also want it to be quick. It also applied to us.

17. How do you communicate with the customers? Via Whatsapp, Line, or other applications?

= we already tried using Instagram. But there are no results from it. Until now, there are no solution. In addition with the current situation (Covid-19 Pandemic) that did not support us.

18. Other than the third party application, is there any other way for the customer to order from you?

= No, there are not.

19. How do you handle complaints from customers? How you react to it?

= we usually handle complaints by giving them an exchange of beverages as a complimentary.

20. Is trust and loyalty important for you?

= it is so important. Because if we got their trust and loyalty it can increase our brand value.

21. Is there any delivery follow-up after the delivery done?

= we did not follow up any order. Because they usually already leave a review on the application.

Interview results of Pesan Dua Kopi

1. Why offering delivery service?

= to reach a wider market, because there are people who have their own reason to not go out from their house.

2. Do you use platform like Gojek / Grab or offering independent delivery service?

= Grab, Gojek, and our independent delivery service.

3. Why choosing services that already provided by the third party rather than building your own services which can probably more beneficial than it?
= we have our own delivery service too.
4. Does delivery service gaining customers?
= of course. Moreover on this pandemic situation
5. Does delivery service expand the range of customers?
= yes it expand.
6. What is the challenges of delivery service?
= for Grab and Gojek there are few problems with it. But for our independent delivery service probably in courier. Because our courier is also our barista. Where not all of them want to do it. We have to spend more budget to make them want to do this job. Each barista who want to be the courier will get Rp. 10.000 per delivery. Which being taken from the profit.
7. How do you take care of the delivery orders? What is your prevention for postponed orders? Is there any special worker for that? Is there any special system? Do you communicate with your customer if there are any postponed order?
= we provide gadget on cashier and we always ready for any orders coming.
8. How long do you need to prepare the order? Is there any standard to it?
= for beverages approximately 5 minutes, for food will only take 10 – 20 minutes.
9. How much time do you think delivery time window will be?

= depends on the distance and situation on the shop. If in our peak time, it will take 20 – 30 minutes.

10. How long do the order will be void? How do you maintain the freshness of the product?

= beverages will probably the ice which already melted. Unlike beverages, food can stand longer.

11. Is there any distance limitation for the delivery service in order the products to be delivered in perfect condition?

= no.

12. If there any one more than delivery order into the same area, will it be delivered at once by one driver or not?

= minimum purchase of Rp. 75.000 we will take the order.

13. Do you need to wait for other order in order delivery could be done?

= depends on the courier and condition on the road. In some condition, courier will find it difficult to find the address.

14. How much the delivery surcharge is? How you calculate it?

= free with minimal order worth Rp. 75.000

15. Is there any minimum of delivery surcharge?

= minimum order of Rp. 75.000

16. If there any late processed delivery, how do you take care of it?

= communicating through the drivers / courier first. Then we try to contact our customer.

17. How do you communicate with the customers? Via Whatsapp, Line, or other applications?

= Whatsapp, Instagram, and Facebook.

18. Other than the third party application, is there any other way for the customer to order from you?

= in current situation (Covid-19 Pandemic) we have independent delivery service.

19. How do you handle complaints from customers? How you react to it?

= First, we apologize than we looking for the trouble, Is it our fault or them.

20. Is trust and loyalty important for you?

= yes it is important. Because most of our profit came from the repetition of the orders from our loyal customers. We also giving a special treatment for our loyal customer with free a cup of *Kopi Susu*. And by acquiring it, we can also get a free promotion by mouth from our customer.

21. Is there any delivery follow-up after the delivery done?

= some of our customer who have trouble with the process of delivery.

**0.69%** PLAGIARISM
APPROXIMATELY**1.64%** IN REFERENCES R

Report #12353157

CHAPTER 1 INTRODUCTION Background of the Study In the millennial era in Indonesia, the prospect of the food and beverage business has grown tremendously since the early 2010s, especially milk coffee (kopi susu) among teenagers. The coffee itself has existed since the Dutch colonialism in Indonesia (Panggabean, 2019). In those eras, coffee was being planted using the Forced-Planting technique. It also has made Indonesia the fourth-largest producer of coffee beans in the world (Panggabean, 2019). As for the coffee distributed, three varieties of coffee have been distributed in Indonesia. The first one introduced to Indonesia was Arabica, then the Robusta, and the last one was Liberica. These beans have survived for a long time, except for Liberica. Although Arabica and Robusta plantations should be enough, the reason for Liberica to be introduced to Indonesia, according to Panggabean (2019) is that Srilankan's coffee plant was attacked by a disease called coffee leaf rust in 1869. Its production had already stopped since the 17th century because unlike Robusta and Arabica it does not have a strong taste, and has low quality. Coffee is not native to Indonesians, but due to Dutch colonialism and now globalization coffee culture is only a part of daily life (Gumulya & Helmi, 2017). Its uniqueness has attracted even teenagers with their flavor and taste. Moreover, this trend