

CHAPTER 4

DATA ANALYSIS

In this chapter, the writer focuses on the analysis of customer feedback and expectations related to products and services at Banaran coffee and Arts. The data are based on the questionnaire that has been made by the writer which consists of 20 statements and distributed to 60 respondents. The intended respondents are the customers at the Banaran Coffee and Arts.

4.1. The Customer Feedback and Expectations on Banaran Coffee and Arts

1st statement: The flavor of the drinks (coffee and non-coffee) in Banaran Coffee and Arts suits my taste.

(Rasa Coffee dan minuman non coffee di Banaran Coffee and Arts sesuai dengan selera saya.)

Table 4.1. The flavor of the drinks suits the respondents' taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.7	1.7	1.7
	2	2	3.3	3.3	5.0
	3	19	31.7	31.7	36.7
	4	33	55.0	55.0	91.7
	5	5	8.3	8.3	100.0
	Total	60	100.0	100.0	

This statement discusses the correlation between the customers' taste and the flavour of the drink in Banaran coffee and Arts. Based on the table above, 1.7% respondents strongly disagreed, 3.3% disagreed, 31.7% neutral, 55% agreed and 8.3% strongly agreed. So, the data generally show that the respondents have a positive perception of the statement which explains that most of the customers agree that the flavor of the drinks whether coffee or non-coffee suits the respondents' taste.

2nd statement: The drinks portion served in Banaran is too little.
(*Ukuran pada gelas per sajian terlalu sedikit.*)

Table 4.2. The portion of the drinks is too little

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	8.3	8.3	8.3
	2	35	58.3	58.3	66.7
	3	16	26.7	26.7	93.3
	4	3	5.0	5.0	98.3
	5	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

This second statement discusses that the drinks served in Banaran is too little. The results of the questionnaire showed that 8.3% respondents strongly disagreed, 58.3%

disagreed, 27.7% neutral, 5% agreed, and 1.7% strongly agreed. This second statement's result shows that the respondents have a negative response toward the statement. It means that based on the data received, most of the respondents agree that the drinks served at Banaran fulfill the respondents' expectation.

3rd statement: The drinks portion served in Banaran is too much.

(Ukuran pada gelas per sajian terlalu banyak.)

Table 4.3. The drinks served in Banaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	5.0	5.0	5.0
	2	37	61.7	61.7	66.7
	3	18	30.0	30.0	96.7
	4	1	1.7	1.7	98.3
	5	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

Contrary to statement 2, statement 3 asked if the drinks served are too much. Based on the data received, it shows that the response toward this statement is negative, with the frequency distribution showing 5.% respondent strongly disagreed,

61.7% disagreed, 30% neutral, 1.7% agreed, and 1.7% strongly agreed. It clarifies that the drinks portion served is not too much and it suits the respondents' needs.

4th statement: The drinks menu at Banaran menu is not varied or boring.
(*Menu minuman tidak tidak bervariasi atau membosankan.*)

Table 4.4. The Banaran menu is not varied or boring

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.7	1.7	1.7
	2	24	40.0	40.0	41.7
	3	16	26.7	26.7	68.3
	4	17	28.3	28.3	96.7
	5	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

The results of the fourth statement show 1.7% respondents strongly disagreed, 40% disagreed, 26.7% neutral, 28.3% agreed and 3.3% strongly agreed. It indicates that the respondents disagree with the statement or agree that the menu at Banaran Coffee and Arts is varied and not boring. It implies that the place is worth visiting and revisiting.

5th statement: The price of the drinks is affordable.

(Harga sesuai dengan menu minuman yang di beli.)

Table 4.5. The price of the drinks is affordable

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	0	0	0	0
Valid	2	7	11.7	11.7	11.7
	3	12	20.0	20.0	31.7
	4	38	63.3	63.3	95.0
	5	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

Table 4.5. clarifies that the statement is perceived as positive and most respondents agree that the price of the drinks served at Banaran Coffee and Arts are affordable. The following are the frequency distribution in which 0% respondent strongly disagreed, 11.7% respondent disagreed, 20% neutral, 63.3% agreed, and 5% strongly agreed.

6th statement: The price of the food is affordable
(Harga sesuai dengan menu makanan yang dibeli.)

Table 4.6. The price if the food is affordable

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
	1	0	0	0	0
<i>Valid</i>	2	13	21.7	21.7	21.7
	3	6	10.0	10.0	31.7
	4	39	65.0	65.0	96.7
	5	2	3.3	3.3	100.0
	<i>Total</i>	60	100.0	100.0	

Both statements 5 and 6 discuss the price of the beverages and food that are sold at Banaran Coffee and Arts. The sixth statement talks about the food price and the result data shows 0% respondent strongly disagreed, 21.7% respondents disagreed, 10% respondents neutral, 65% agreed and 3.3% strongly agreed. It means that most respondents agree with this statement in that for the respondents, the price of the food is not too expensive and is affordable.

7th statement: The price of the food and drinks at Banaran is suitable for college students.

(Harga menu pada minuman dan makanan cocok untuk mahasiswa.)

Table 4.7. The price of the food and the drinks is suitable for college students

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	0	0	0	0
Valid	2	13	21.7	21.7	21.7
	3	12	20.0	20.0	41.7
	4	32	53.3	53.3	95.0
	5	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

Based on table 4.7., the data shows 0% respondent strongly disagreed, 21.7% respondents disagreed, 20% respondents neutral, 53.3% respondents agreed, and 5% strongly agreed. It can be inferred from the data that the respondents' response toward this statement is positive. Most of the respondents agree that the price of the food and drinks that are sold at Banaran Coffee and Arts is suitable and affordable for college students.

8th statement: Employees at Banaran Coffee and Arts carry out their duties according to the Covid-19 health protocol.

(Pegawai menjalankan tugas sesuai protokol kesehatan Covid-19.)

Table 4.8. The Employees' Performance

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	0	0	0	0
Valid	2	3	5.0	5.0	5.0
	3	3	5.0	5.0	10.0
	4	45	75.0	75.0	85.0
	5	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

Implementing health protocols during the pandemic of COVID-19 is mandatory for all business actors and the society. The frequency distribution is 0% respondent strongly disagreed, 5% respondents disagreed, 5% respondents neutral, 75% respondents agreed, and 15% respondents strongly agreed. Based on the result, this statement got a positive response from the respondents, thus it can be said that the

respondents agree that the employees of Banaran Coffee and Arts have already carried out their duties according to the Covid-19 health protocol.

9th statement: The service at Banaran Coffee and Arts is satisfying.
(*Pelayanan di Banaran Coffee and Arts baik.*)

Table 4.9. The Service at Banaran Coffee and Arts

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
	1	0	0	0	0
<i>Valid</i>	2	2	3.3	3.3	3.3
	3	11	18.3	18.3	21.7
	4	37	61.7	61.7	83.3
	5	10	16.7	16.7	100.0
	<i>Total</i>	60	100.0	100.0	

This statement discusses the service given by the employees at Banaran Coffee and Arts, with the result 0% respondent strongly disagreed, 3.3% respondents disagreed, 18.3% respondents neutral, 61.7% respondents agreed, and 16.7% respondents strongly agreed. The result shows that the response toward this statement

is positive. The respondents agree that the service given by the employees at Banaran Coffee and Arts is already satisfying.

10th statement: I feel satisfied by the service given at Banaran Coffee and Arts.

(Saya merasa puas dengan pelayanan yang sudah ada.)

Table 4.10. The satisfaction toward the service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	5.0	5.0	5.0
	2	5	8.3	8.3	13.3
	3	17	28.3	28.3	41.7
	4	30	50.0	50.0	91.7
	5	5	8.3	8.3	100.0
	Total	60	100.0	100.0	

The satisfaction of the customers is an important part of a business, in this case, based on the data received in the table 4.10. shows 5% respondents strongly disagreed, 8.3% respondent disagreed, 28.3% respondents neutral, 50% agreed, and 8.3% strongly agreed. It means that the respondents agree that they feel satisfied with the service given by the employees at Banaran Coffee and Arts.

11th statement: I often come to Banaran Coffee and Arts.
(Saya sering datang ke Banaran Coffee and Arts.)

Table 4.11. The Frequency of visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	10	16.7	16.7	20.0
	3	16	26.7	26.7	46.7
	4	18	30.0	30.0	76.7
	5	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

From the data above, statement number 11 in general is seen as positive by the respondents. The result shows 3.3% respondents strongly disagreed, 16.7% respondents disagreed, 26.7% respondents neutral, 30% respondents agreed, and 23.3% respondents strongly agreed. It means that most of the customers agreed that they are frequent customers of Banaran Coffee and Arts.

12th statement: I find out about the newest promotion from social media.
(Saya mengetahui promo terbaru melalui media sosial.)

Table 4.12. Social media promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	31	51.7	51.7	58.3
	3	9	15.0	15.0	73.3
	4	14	23.3	23.3	96.7
	5	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

Based on the data above, statement number 12 got a negative response, with the result of 6.7% respondents strongly disagreed, 51.7% disagreed, 15% neutral, 23.3% agreed, and 3.3% strongly agreed. Basically, promotion is a crucial thing for a business, but the data revealed that the promotion strategy through social media for Banaran Coffee and Arts is ineffective; therefore Banaran Coffee and Arts management should evaluate the promotion strategy in this particular field.

13th statement: I find out about the newest promotion when I come to Banaran Coffee .

(*Saya mengetahui promo terbaru saat berada di Banaran Coffee and Arts.*)

Table 4.13. On-site promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	22	36.7	36.7	40.0
	3	15	25.0	25.0	65.0
	4	19	31.7	31.7	96.7
	5	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

Similar to the previous statement, it is revealed that the statement about on-site, face to face promotion is perceived negatively. The frequency distribution in the table 4.13 shows that the respondents perceived the statement as negative because 3.3% respondents disagreed and 36.7% respondents strongly disagreed that they got the newest promotion when they came to Banaran Coffee and Arts, while 25% respondents are neutral, 31.7% agreed and 10.6% respondents strongly agreed to this

statement. The result, which is almost neutral means that only a small number of customers receive a direct promotion during the transaction activity.

14th statement: I come to Banaran Coffee and Arts because I like the environment and the atmosphere of the coffee shop.

(Saya datang ke Banaran Coffee and Arts karena nyaman dengan lingkungan dan suasana Coffee shop.)

Table 4.14. The environment and the atmosphere of the coffee shop

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	0	0	0	0
Valid	2	1	1.7	1.7	1.7
	3	3	5.0	5.0	6.7
	4	35	58.3	58.3	65.0
	5	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

Based on the table 4.14., the data show 0% respondent strongly disagreed, 1.7% disagreed, 5% neutral, 58.3% agreed, and 35.3% strongly agreed. It shows that this

statement got a positive response. The positive response from the customers confirms that they come to Banaran Coffee and Arts because of its cozy environment.

15th statement: I come to Banaran Coffee and Arts because my friend invites me
(*Saya datang ke Banaran Coffee and Arts karna diajak teman.*)

Table 4.15. Friend's invitation to Banaran Coffee Shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.7	1.7	1.7
	2	9	15.0	15.0	16.7
	3	11	18.3	18.3	35.0
	4	31	51.7	51.7	86.7
	5	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

The statement above results in a positive response. The frequency distribution received from the statement analysis is 1.7% respondent strongly disagreed, 15% respondents disagreed, 18.3% respondents neutral, 51.7% respondents agreed, and 13.3% strongly agreed. The results mean that most of the customers come to Banaran Coffee and Arts because of the invitation from friends.

16th statement: If there was a delivery option, I would rather choose my order to be delivered than to directly go to the coffee shop.

(Jika tersedia layanan pesan antar saya memilih untuk melakukan pesan antar dari pada keluar rumah secara langsung.)

Table 4.16. The option for delivery order

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	11.7	11.7	11.7
	2	24	40.0	40.0	51.7
	3	15	25.0	25.0	76.7
	4	13	21.7	21.7	98.3
	5	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

The data on statement number 16 show that the delivery service is not really appealing to the customers. It was proved by data as follows: 11.7% respondents strongly disagreed, 40% respondents disagreed, 25% respondents neutral, 21.7% respondents agreed, and 1.7% respondents strongly agreed. This data explains that the delivery service is not suitable for the business concept like Banaran Coffee and Arts.

17th statement: The seats arrangements in Banaran Coffee and Arts obey the covid 19 safety protocol.

(Posisi tempat duduk di Banaran Coffee and Arts sesuai dengan Protokol Kesehatan Covid-19.)

Table 4.17. Seats arrangement at Banaran Coffee and Arts during Covid-19 pandemic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	3	5.0	5.0	8.3
	3	15	25.0	25.0	33.3
	4	32	53.3	53.3	86.7
	5	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

The data above reveal a positive response from the respondent because the result of the frequency distribution is as follows: 3.3% respondents strongly disagreed, 5% respondents disagreed, 25% respondents neutral, 53.3% respondents agreed, and 13.3% respondents strongly agreed. With that being said, the Banaran Coffee and Arts seating arrangement is proved to follow the health protocol to avoid covid 19.

18th statement: I come to Banaran Coffee and Arts to relax.

(Saya datang ke Banaran Coffee and Arts untuk bersantai.)

Table 4.18. Relaxing at Banaran Coffee and Arts

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
	1	0	0	0	0
<i>Valid</i>	2	7	11.7	11.7	11.7
	3	6	10.0	10.0	21.7
	4	33	55.0	55.0	76.7
	5	14	23.3	23.3	100.0
	<i>Total</i>	60	100.0	100.0	

Based on the data above, the statement has a meaning: the customers come to Banaran Coffee and Arts to relax. The perception is supported by the result of 0% respondent strongly disagreed, 11.7% respondents disagreed, 10% respondents neutral, 55% respondents agreed and 23.3% respondents strongly agreed.

19th statement: I come to Banaran Coffee and Arts to relax to work on my assignments or to work.

(Saya datang ke Banaran Coffee and Arts untuk mengerjakan tugas atau bekerja.)

Table 4.19. Relaxing from work

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	1	2	3.3	3.3	3.3
	2	6	10.0	10.0	13.3
	3	7	11.7	11.7	25.0
	4	35	58.3	58.3	83.3
	5	10	16.7	16.7	100.0
	<i>Total</i>	60	100.0	100.0	

Based on table 4.19. above the frequency distribution shows the result of 3.3% respondents strongly disagreed, 10% respondents disagreed, 11.7% respondents neutral, 58.3% respondents agreed, and 16.7% strongly agreed. So this explains that most of the customers from the data above agreed that they come to Banaran Coffee and Arts to do their school assignments or to work. The fact proves that Banaran Coffee and Arts provides the right facilities to help the customers work on their projects, for instance, Wi-Fi, the suitable place for a meeting, a whiteboard, a projector, and rooms designed to do projects comfortably.

20th statement: The location of Banaran Coffee and Arts is easily accessible on Google Map.

(Lokasi Banaran Coffee and Arts mudah diakses melalui Google map.)

Table 4.20. The accessibility of location via Google map

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
	1	0	0	0	0
<i>Valid</i>	2	9	15.0	15.0	15.0
	3	11	18.3	18.3	33.3
	4	27	45.0	45.0	78.3
	5	13	21.7	21.7	100.0
	<i>Total</i>	60	100.0	100.0	

The data from the twentieth statement above shows that 0% respondent strongly disagreed, 15% respondents disagreed, 18.3% respondents neutral, 45% agreed and 21.7% strongly agreed. It clarifies that the customer' response towards the use of the Google Maps application is positive, in that it helps them to give directions to go to Banaran Coffee and Arts without being lost.

4.2. General Discussion

From the results of this study, the writer finds two important points. The first point is there are elements that are satisfactory and do not need evaluation for improvements. The second one is there are elements that are indispensable for evaluation for improvements.

From the statements above, elements receiving all positive responses from the respondents are statements related to product, price, people, and physical evidence (location and facilities). One element, promotion, is split into both negative responses and positive responses depending on the media used for the promotion. One other element, the delivery-order system gets a negative response from the customers.

A. Product Planning

Banaran Coffee and Arts offers various coffee or non-coffee drinks and various food to attract customers. The coffee shop's portion of drinks and food meets the customer's needs. One glass of iced coffee at Banaran coffee and Arts is considered to be a good size as it is served in a 400 ml glass. The most popular iced coffee is mixed with milk as in cappuccino or latte. Therefore, one 400 ml glass of iced coffee can make the customer full and satisfied after drinking it. Likewise, the food provided using a medium plate size is the right amount to consume at the Banaran Coffee and Arts.

The taste of Banaran Coffee and Arts' products has been mixed and tested by a special team at Banaran coffee shop to make sure that the taste created is just right;

not too sweet, too bitter, or too sour. Nusantara Plantation Company (PTPN) 9, the state company that owns Banaran Coffee and Arts, has also produced its own coffee beans, tea, and sugar. Those ingredients are later processed at Banaran Coffee and Arts. In short, the quality of the products is controlled by experts working at PTPN and BPOM (Food Enforcement Agency) in Indonesia.

B. Price

The price set on the food and beverage menu at Banaran coffee and Arts are considered affordable for all groups. Only with IDR 15,000 to IDR 45,000 the customers can buy food and coffee or non-coffee drinks with the right quantity and guaranteed quality.

C. People

The workers at Banaran Coffee and Arts are workers who have been trained before signing the contract, so the existing services have been managed or directed by the management. Customer satisfaction regarding employee responsiveness, employee performance through attitude, how to dress, and how fast the service are the main points for the customers. At Banaran Coffee and Arts, which is known for its friendly service, the employees are considered as friends who still maintain politeness in accordance with the situation and conditions. Workers are required to be helpful to whoever the customers are.

In the midst of the Covid-19 Pandemic, Banaran Coffee and Arts has implemented the Covid-19 health protocol in accordance with the government recommendations listed in Circular Number HK.02.01 / KEMENKES / 216/2020 concerning the Protocol to Prevent Coronavirus Transmission in the Workplace. The compulsory actions are wearing a mask, checking the temperature at the entrance, and providing a place for washing hands and its hand washing soap.

D. Physical evidence (location and facilities)

Based on the results of the questionnaire, Banaran Coffee and Arts has been recognized as a place that has an environment that is very suitable for activities with various purposes. Banaran Coffee and Arts are located in the middle of a quiet and spacious residential area, even though it is located in a somewhat remote place, but the existence of a Google map helps customers to find the right direction. Besides having a view and a comfortable environment to relax, Banaran Coffee and Arts has also been equipped with various public facilities such as WiFi, toilets, and prayer rooms.

E. Promotion

The only statement related to the promotion that received a positive response from the customers is that most of the customers come to or knows about Banaran Coffee and Arts through their friends. So, the most effective way to promote the coffee shop is through word-of-mouth. It can be concluded that the more the customers satisfied

with the service, the more they will ask other customers to come and visit the coffee shop.

On the contrary, the other two statements about the promotion receive negative responses. Most customers are not aware of the promos that are currently offered at Banaran Coffee and Arts. The low awareness of the promo is due to the lack of offering activity by the employees to the customers when the transactions occur. Additionally, the use of Social Media to promote the products is still low.

With regard to the delivery-order system, the responses from the customers are negative. In short, the respondents have negative responses toward the marketing strategy that utilizes delivery orders. It is possible that the negative response is due to the fact that Banaran Coffee and Arts is a coffee shop that is known for its clean environment, calm atmosphere, and beautiful scenery. Because the main attractions of the customers are the surroundings, so the customers choose to come to the Banaran Coffee and Arts instead of using delivery-order service that only provides the product.

In general, it can be concluded that the element that needs evaluation and improvement is promotion especially in-house promos and social media promotions. Those promotions are very influential to attract more customers and increase the revenue.