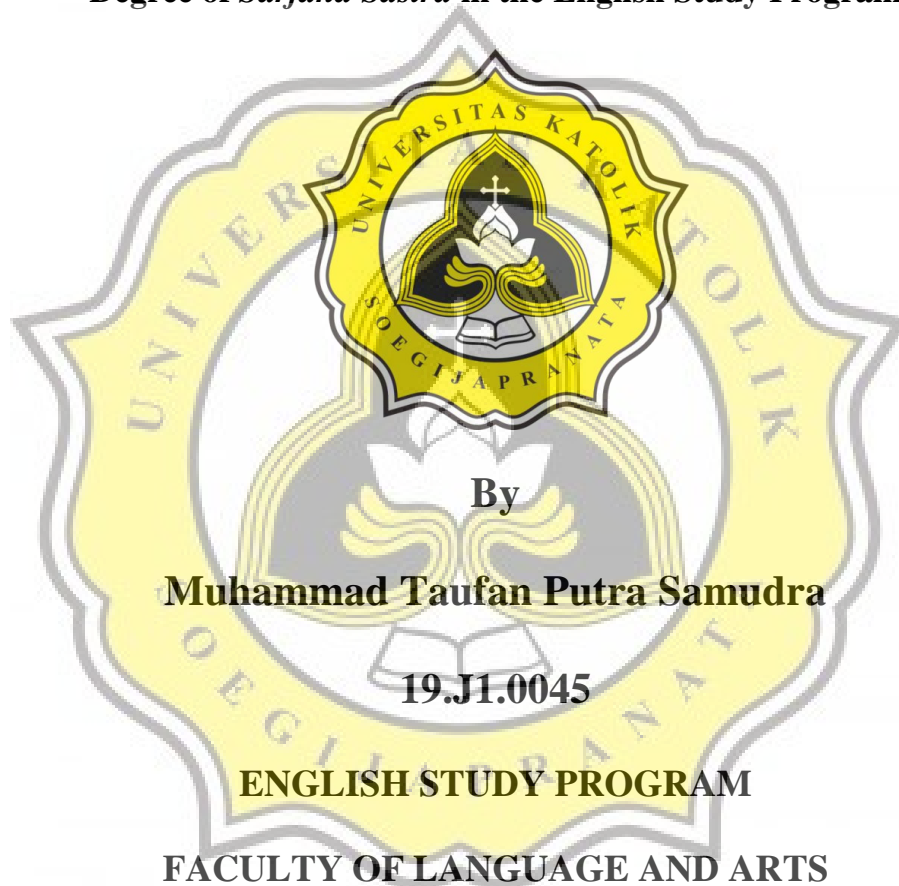# Revealing *Noms Kopi Klotok* Customers and Their Satisfaction

A Thesis Presented as a Partial Fulfillment for the Requirements for the

Degree of *Sarjana Sastra* in the English Study Program

By

Muhammad Taufan Putra Samudra

19.J1.0045

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2024

Revealing *Noms Kopi Klotok* Customers and Their Satisfaction

A Thesis Presented as a Partial Fulfillment for the Requirements for the

Degree of *Sarjana Sastra* in the English Study Program

By

Muhammad Taufan Putra Samudra

19.J1.0045

ENGLISH STUDY PROGRAM

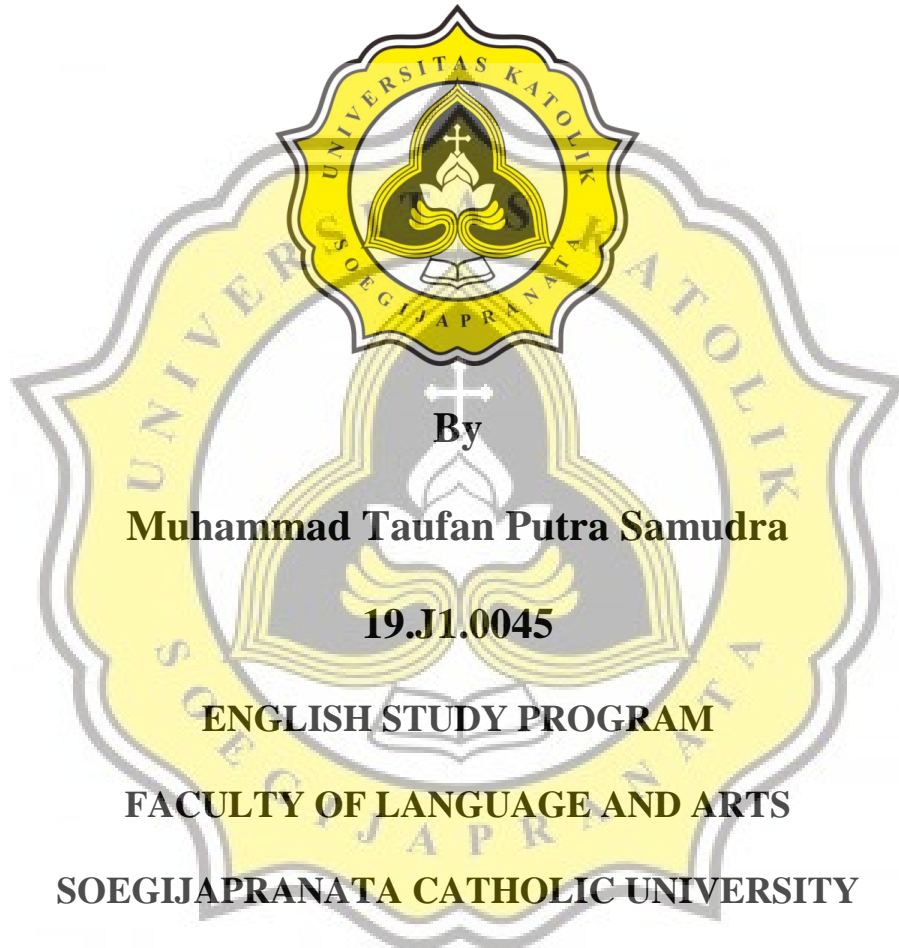**FACULTY OF LANGUAGE AND ARTS**

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2024

ABSTRACT

This research on a coffee shop belongs to the field of popular culture because the phenomena of coffee shops that used to be enjoyed by the old people are now becoming a lifestyle for the young people. The primary data of this research is *Noms Kopi Klotok*, with eleven branches in Semarang, which operates for 24 hours, thus distinguishing itself from other coffee shops that have limited operating hours. Employing a quantitative research method, this study purposively focused on the Mulawarman and Ngesrep branches because both are the most visited ones by the researcher. This research used questionnaire and photo elicitation as an instrument to address two research inquiries: (1) the demographic characteristics of *Noms Kopi Klotok* customers and (2) the identification of factors influencing *Noms Kopi Klotok's* customer satisfaction. The study revealed that 100% of the customers were aged between 18-29 and categorized as Generation Z people. As many as 56.2% were male and 43.8% were female, where 65.1% of them had an income of less than Rp. 1.000.000. Regarding the factors that influenced customer satisfaction, the research identified three main dimensions: (1) Facilities, (2) Menu Product, and (3) Staff Services. Many customers were satisfied with the Wi-Fi availability (75.3%), spacious parking (9%), mat seating area (7.9%), and cashless payment (7.8%). Other satisfaction component dealt with the types of menu. Customers prefer real bean coffee (50.5%), drink sachet menu (22.5%), food menu (13.5%) and snack menu (13.5%). Then in Staff Services, the top three preferences were staff's friendliness (50.6%), ease of menu ordering (42.7%), punctuality of ordering (40,4%).

ABSTRAK

Penelitian mengenai kedai kopi ini termasuk dalam bidang budaya populer karena fenomena kedai kopi yang dulunya hanya dinikmati oleh orang-orang tua kini menjadi gaya hidup kaum muda. Data primer penelitian ini adalah Noms Kopi Klotok dengan sebelas cabang di Semarang yang beroperasi selama 24 jam, sehingga membedakannya dengan kedai kopi lain yang memiliki jam operasional terbatas. Dengan menggunakan metode penelitian kuantitatif, penelitian ini sengaja difokuskan pada cabang Mulawarman dan Ngesrep karena keduanya merupakan cabang yang paling banyak dikunjungi peneliti. Penelitian ini menggunakan kuesioner dan elisitasi foto sebagai instrumen untuk menjawab dua pertanyaan penelitian: (1) karakteristik demografi pelanggan Noms Kopi Klotok dan (2) identifikasi faktor-faktor yang mempengaruhi kepuasan pelanggan Noms Kopi Klotok. Studi tersebut mengungkapkan bahwa 100% pelanggannya berusia antara 18-29 tahun dan dikategorikan sebagai generasi Z. Sebanyak 56,2% berjenis kelamin laki-laki dan 43,8% perempuan, dimana 65,1% diantaranya mempunyai pendapatan kurang dari Rp. 1.000.000. Mengenai faktor-faktor yang mempengaruhi kepuasan pelanggan, penelitian ini mengidentifikasi tiga dimensi utama: (1) Fasilitas, (2) Produk Menu, dan (3) Pelayanan Staf. Banyak pelanggan yang merasa puas dengan ketersediaan Wi-Fi (75,3%), tempat parkir yang luas (9%), area tempat duduk dengan matras (7,9%), dan pembayaran non-tunai (7,8%). Komponen kepuasan lainnya berkaitan dengan jenis menu. Pelanggan lebih menyukai kopi real bean (50,5%), menu minuman sachet (22,5%), menu makanan (13,5%) dan menu snack (13,5%). Kemudian pada Pelayanan Staf, tiga preferensi teratas adalah keramahan staf (50,6%), kemudahan pemesanan menu (42,7%), ketepatan waktu pemesanan (40,4%).