



Analysis of Customer Satisfaction Level of Green Bamboo Cafe & Restaurant, Banyuwangi, East Java

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ABSTRACT

This research was conducted at the Green Bamboo Cafe and Restaurant with the aim of analyzing consumer perceptions of the importance and performance of the services provided. The research method used is descriptive with a quantitative approach. The data used in this research includes primary and secondary data obtained through questionnaires and direct observation. The sampling technique was carried out using the incidental sampling method involving 100 respondents. The research results show that the research instrument has been proven valid and reliable. The validity test states that all question attributes are declared valid, while the reliability test produces a Cronbach's Alpha value of 0.755 for the importance aspect and 0.749 for the performance aspect, which shows a good level of consistency. These findings indicate that the services provided by the Green Bamboo Cafe and Restaurant have a high level of importance for consumers and adequate performance, although there is still room for improvement to improve the overall quality of service. This research provides an important contribution to the management of Green Bamboo Cafes and Restaurants in designing more effective service improvement strategies in accordance with consumer needs and expectations.

Keywords: Cafes & Restaurants, Importance, Performance

1. INTRODUCTION

Green Bamboo Cafe & Restoran operates in the food and beverage industry. Established on August 24, 2020 in the Gambiran District, Wringinagung Village, Banyuwangi Regency, Kafe & Restoran Green Bamboo plays a significant role in driving economic growth and creating job opportunities. According to Suryani (2018), Micro, Small, and Medium Enterprises (MSMEs) are economic activities carried out by a majority of Indonesians as their main source of income. Indonesia has a total of 61.8 million MSMEs (BPS, 2022). Banyuwangi Regency is home to 279.70 MSMEs (Menpan, 2019), spanning various sectors such as traditional handicrafts, local agricultural products, creative industries, and culinary businesses offering regional specialties. The diversity of MSMEs in the region has implications for business competition.

Currently, one of the thriving businesses in Banyuwangi is the culinary business, with 476 restaurants (BPS, 2019) indicating the popularity of this type of business within the community. Both cafes and restaurants are forms of businesses that serve food and drinks to consumers (Estika & Asriwandari, 2017). The main difference between these two culinary businesses is that cafes typically focus on beverages, such as coffee, tea, milkshakes, fruit juice, lemon tea, and others.

In cafes, the menu offerings are more limited, with an emphasis on light snacks like french fries, fried tofu, chocolate-covered bananas, grilled sausages, or snacks. Cafes are often considered comfortable places for relaxation, conversation, or other social activities, as the cafe decor is more casual and inviting (Jufriyanto, 2020). On the other hand, restaurants primarily focus on serving main meals, such as full dinners, appetizers, and desserts (Lee et al., 2016). Restaurants also offer a variety of dishes and specialty cuisines, with a more

expansive menu selection (Nykyforov, 2020). The decor and ambiance of restaurants vary, but often lean towards emphasizing the food and providing a complete dining experience.

2. RESEARCH METHODS

This research was conducted at Green Bamboo Café and Restaurant using descriptive research methods which aim to describe existing conditions and phenomena in a systematic and detailed manner (Zellatifanny & Mudjiyanto, 2018). This research applies a quantitative approach, where data is processed and analyzed in the form of numbers to produce objective conclusions. The data used consists of primary data obtained directly from respondents through questionnaires and observations, as well as secondary data collected from various related sources. In the sampling process, the incidental sampling method was used, which is a technique in which samples are taken spontaneously from individuals who happen to be encountered and meet the criteria as respondents. This study involved 100 respondents who provided important information to support the analysis and results of the study.

3. RESULTS AND DISCUSSION

3.1. Data Processing

3.1.1. Validity Test

Table 1. Attribute Validity Test

No	Attribute	r-value			Status
		Importance	Performance	r-table	
1	Parking area	0,601	0,639	0,197	Valid
2	Place of worship	0,487	0,593	0,197	Valid
3	Dining room	0,586	0,671	0,197	Valid
4	Restaurant interior design	0,599	0,504	0,197	Valid
5	Easy to read menu	0,722	0,691	0,197	Valid
6	Attractive menu packaging	0,547	0,721	0,197	Valid
7	Dining area comfort	0,687	0,711	0,197	Valid
8	Comfort of dining table	0,587	0,566	0,197	Valid
9	Availability of entertainment factors (music, wi-fi)	0,551	0,650	0,197	Valid
10	Variety of menu	0,679	0,635	0,197	Valid
11	Clean and tidy personnel	0,775	0,756	0,197	Valid
12	Uniform of service personnel	0,519	0,524	0,197	Valid
13	Cleanliness of toilets	0,703	0,693	0,197	Valid
14	Cleanliness of dining area	0,783	0,760	0,197	Valid
15	Maintain consistent portion sizes of food & beverages	0,703	0,626	0,197	Valid
16	Maintaining the taste of food & beverages	0,739	0,402	0,197	Valid
17	Timeliness of billing	0,689	0,339	0,197	Valid
18	Order timeliness	0,737	0,325	0,197	Valid
19	Error-free service	0,696	0,281	0,197	Valid
20	Quick response when something goes wrong	0,791	0,417	0,197	Valid
21	Maintain speed of service even during peak hours	0,698	0,331	0,197	Valid
22	Provide service that is requested	0,700	0,359	0,197	Valid
23	Can explain customer queries in full	0,728	0,642	0,197	Valid
24	Provide detailed menu information	0,709	0,654	0,197	Valid
25	Trained and Competent Personnel	0,685	0,748	0,197	Valid
26	Restaurant provides support to Personnel	0,665	0,744	0,197	Valid
27	Feel safe and confident with recommendations from service personnel	0,690	0,638	0,197	Valid
28	Feel safe consuming the food & beverages served	0,622	0,527	0,197	Valid

No	Attribute	r-value			
		Importance	Performance	r-table	Status
29	Personnel give individual attention to consumers/customers	0,653	0,740	0,197	Valid
30	Customers feel privileged	0,702	0,674	0,197	Valid
31	Able to anticipate the needs and desires of each customer	0,665	0,618	0,197	Valid

Data Source: Primary Data Processed, 2024

Based on the results of the validity test of the question attributes given to 100 respondents, all questions were declared valid. This is indicated by the value of r-value which is greater than r-table, so it can be concluded that the question is appropriate and suitable for use in research.

3.1.2. Reliability Test

Table 2. Cronbach's Alpha reliability test of importance score

Cronbach's Alpha	N of items
0.755	32

Data Source: Primary Data Processed (2024)

Table 3. Cronbach's Alpha reliability test of performance score

Cronbach's Alpha	N of items
0.749	32

Data Source: Primary Data Processed (2024)

The reliability test results shown in the table show that the Cronbach's Alpha value for the importance aspect is 0.755 while for the performance aspect it reaches 0.749, so this research instrument is declared reliable because both values exceed 0.6.

3.1.3. Importance and Performance Analysis

Table 4. Respondents' Assessment of Importance and Performance Level

Attribute	Average Importance	Average Performance
1	4.22	3.71
2	4.15	3.72
3	4.2	3.92
4	3.95	3.77
5	4.12	3.79
6	3.88	3.64
7	4.13	3.91
8	4.03	3.83
9	3.91	3.75
10	3.96	3.41
11	4.11	3.48
12	3.7	3.11
13	4.21	3.81
14	4.23	3.9
15	4.3	3.33
16	4.23	2.74
17	3.97	2.71
18	3.99	2.47
19	4.11	2.51
20	4.2	2.45
21	3.89	2.26
22	4.05	2.64
23	3.97	3.77

Attribute	Average Importance	Average Performance
24	4	3.62
25	4.04	3.66
26	4.03	3.67
27	4.27	4.01
28	4.24	3.99
29	4.08	3.75
30	3.95	3.62
31	4.15	3.76
32	4.37	3.95
Total	130.64	109.46
Average	4,08	3,42

Based on the calculations in the table, the average level of importance is 4.08. Attributes considered important for Green Bamboo cafe and restaurant include numbers 1 (parking area), 2 (place of worship), 5 (easily readable menu), 7 (comfort of dining area), 11 (neat and tidy personnel), 13 (cleanliness of toilets), 14 (cleanliness of dining area), 16 (maintaining the taste of food and drinks), 19 (error-free order service), 27 (feeling secure and confident with recommendations from service personnel), 28 (feeling safe consuming the food and drinks served), 29 (individual attention from personnel), 31 (anticipating the needs and desires of each customer), and 32 (friendly service). Meanwhile, attributes with significant performance include numbers 1 (parking area), 2 (place of worship), 3 (dining area), 4 (restaurant interior design), 5 (easily readable menu), 6, 7 (comfort of dining area), 8 (comfort of dining tables), 9 (availability of entertainment factors (music, wi-fi)), 11 (neat and tidy personnel), 13 (cleanliness of toilets), 23 (able to explain customer inquiries thoroughly), 24 (providing detailed menu information), 25 (trained and competent personnel), 26 (restaurant supporting personnel), 27 (feeling secure and confident with recommendations from service personnel), 28 (feeling safe consuming the food and drinks served), 29 (individual attention from personnel), 30 (customers feeling valued), 31 (anticipating the needs and desires of each customer), 32 (friendly service) and 14 (cleanliness of dining area).

4. CONCLUSIONS

Based on the analysis of data collected from Green Bamboo Cafe & Restaurant, all attributes of the questions provided to 100 respondents were deemed valid, indicating that the instrument used is able to measure the variables in question effectively. Furthermore, the results of the reliability test revealed that the research instrument has a sufficient level of consistency. This is evidenced by a Cronbach's Alpha value of 0.755 for the importance aspect and 0.749 for the performance aspect. Therefore, the instrument used is not only valid but also reliable, making it dependable in measuring respondents' perceptions of importance and performance at Green Bamboo Cafe & Restaurant.

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