

ANALYSIS OF SERVICE QUALITY TOWARD CUSTOMER SATISFACTION IN THE LEGEND COFFEE YOGYAKARTA

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ABSTRACT

The service quality in the institution is the main purpose of Sleman Regency Social Service. To carry out a high quality institution, it needs a process to be better considered from several aspects of customer satisfaction. The importance of special attention to customer satisfaction is also based on the institution awareness in the increasing of the competition threat that will be tighter with the same government agencies. The objective of this study are 1). To determine the effect of tangibles toward customer satisfaction at Sleman Regency Social Service 2). To determine the effect of reliability toward customer satisfaction at Sleman Regency Social Service 3). To determine the effect of responsiveness toward customer satisfaction at Sleman Regency Social Service 4). To determine the effect of assurance toward customer satisfaction at Sleman Regency Social Service. 5). To determine the effect of empathy toward customer satisfaction at Sleman Regency Social Service 6). To determine the simultaneous effect of tangibles, reliability, responsiveness, assurance and empathy toward customer satisfaction at Sleman Regency Social Service. The results of the analysis are discussed more detail in the data analysis. This research is conducted based on existing methods, which refers to the five dimensions of SERVQUAL, that discuss the service toward customer satisfaction at Sleman Regency Social Service. Significant service quality dimensions are the responsiveness with a significance value is 0.003 and Empathy with a significance value is 0.048 indicating smaller than 0.05. While the attributes of service quality dimensions that obtained an insignificant satisfaction rating are Tangibles with a significance value is 0.236, Reliability with a significance value is 0.238 and Assurance with a significance value is 0.127.

Keywords: Customer Satisfaction, Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

INTRODUCTION

In the current era of modernization, people in the world of students, students and workers need entertainment, because the daily routine makes the mind tired and bored. In overcoming boredom, everyone has their own way of dealing with this, such as watching movies, going for a walk, hanging out in cafes and so on. Most people today are more interested in visiting coffee shops, it can be seen from the rapid development of the coffee shop business in Indonesia. In 2013 - 2018 the café in Indonesia has reached 10,000 cafes which are predicted to continue to grow. Of the total income, the café sector is estimated to increase from USD 3.4 billion to USD 4.16 billion. IDN TIMES 2017 explains There are several reasons that make people choose to hang out in cafes, and this is one of the factors that increase the growth of the café business in Indonesia, including:

1. *Instagramable*

Instagram for young people today is the most important social media. There are so many young people who really pay attention to their Instagram feeds, what photos should be posted on their Instagram account to make it look good and aesthetic. A coffee shop with a cute and attractive interior design can be used as a location for young people to take photos for their Instagram accounts. Or as simple as taking a photo of the coffee he drinks at the Coffee Shop, it can be used as material to be posted on his Instagram account, for example with the caption: #coffeeoftheday.

2. Comfortable

The interior design of the Coffee Shop is generally minimalist and modern, so it feels comfortable to relax and chat with friends. In addition, coffee shops are usually equipped with air conditioning facilities and accompanied by pleasant music, so that visitors feel at home to linger at the coffee shop. The prices of food and drinks sold are also fairly cheap. Therefore, with relatively the same price, young people prefer to hang out at coffee shops rather than at fast food restaurants.

3. A place to work or work on assignments

For a freelancer who doesn't have a permanent office, they generally prefer to work at a coffee shop rather than at home. Likewise with students or students who want to do school or college work. They prefer to do assignments and jobs at the Coffee Shop, because the atmosphere of the Coffee Shop moves them more to be productive than at home.

4. Varied Menu

Because there are so many coffee shops, each coffee shop is competing to innovate to present innovative and unique menus, so that it is different from other coffee shops. The

uniqueness of each coffee shop is what makes young people happy to visit various coffee shops to try their favorite menus from each coffee shop.

5. Coffe lover

This reason does not seem to be explained again. This is the purest reason why someone comes to the coffee shop, which is to come and enjoy the coffee that is sold there. Coffee lovers come to the Coffee Shop no matter the existing facilities, a varied menu, or a place that is pleasing to the eye. However, the most important thing is the pleasure you get from the coffee that is formulated and sold in that place.

According to Damanik in Vania (2015) the motivation of consumers to visit the coffee shop is not only to enjoy the coffee drinks and food served, but also to enjoy the atmosphere in the coffee shop. Based on the current reality, the majority of people in Yogyakarta choose to hang out in cafes to get rid of fatigue and boredom due to daily routines. Not only just hanging out and relieving fatigue, but usually cafes are also a destination for certain activities, such as meeting clients, as a place for socialization, or as a place of study for students and university students. This is also supported by data on the growth of the café business in Yogyakarta around 1,200 cafes.

One of the most popular coffee shops in Yogyakarta is Legend Coffee. Legend Coffee is located on Jl. Abu Bakar Ali 24, Kota Baru Yogyakarta. Legend Coffee comes with the concept of "one stop hanging out" which is at the end of Jalan Abu Bakar Ali, Yogyakarta. Besides being able to enjoy various variants of coffee as well as snacks and also delicious heavy meals. Legend Coffee is a unique café, because apart from being open 24 hours, Legend Coffee is the first café in Yogyakarta that carries the concept of a café with games. In accordance with the tagline it carries, namely "The 24/7 Games Café", this café is equipped with various games such as billiard x-box, nitendo wii, jumbo carom, and cards. In addition, consumers also choose games to test dexterity and hand speed, consumers can play darts games, pin ball, table soccer,

Apart from offering coffee, lattes, chocolate, and other drinks, the menu offered at Legend Coffee also varies, consisting of western dishes as well as local dishes such as toast, grilled banana, mendoan, or chicken wings and various kinds of sandwiches for western dishes. For the main menu of Indonesian cuisine, Legend Coffee offers a variety of fried rice, penyetan and soup menus. In addition to the dishes above, consumers can also relax and enjoy live acoustic music every Wednesday from seven to ten at night.

From the explanation above, the researcher wants to do research with the research title "ANALYSIS OF SERVICE QUALITY OF CUSTOMER SATISFACTION".

LITERATURE REVIEW

Marketing

Kotler and Armstrong (2012: 20) marketing as a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. According to Kotler in Prilando (2017) the definition of marketing means working with the market, the goal of creating potential exchanges with the intention of satisfying human needs and desires. So it can be said that marketing success is the key to the success of a company. According to Stanton in Prilando (2017) the definition of marketing is an overall system of business activities that will be shown to plan, determine prices, promote and distribute goods or services that satisfy the needs of both existing and potential buyers.

1. Services

Kotler in Tjiptono (2011: 17) states that services are any action or action that a party can offer to another party which is basically intangible and does not produce certain ownership even though the product is not physically visible and can also be tied to a physical product. Mudrick in Sunyoto (2013: 42) Defines services in terms of sales and consumption in contrast to goods, goods are real / visible objects that can be created and sold or used after a certain time interval. Services are intangible (such as convenience, entertainment, speed, pleasure and health) and do not last long (services may not be stored as supplies that are ready to be sold or consumed when needed).

Jasfar (2005: 17) service is any action or activity and not an object, which can be offered by a party to another party, which is basically a physical intangible, consumers are actively involved in the production process and do not result in ownership of anything.

2. Quality of Service

Quality of service, namely providing service excellence carried out by service providers in meeting customer needs and desires as well as delivery accuracy to match customer expectations. Service quality is an important thing that must be considered and maximized in order to survive and remain the choice of customers. According to Parasuraman in Inka Janita (2014), the quality of service is the difference between the reality and the expectations of customers for the services they receive.

Kotler and Armstrong (2012: 681) state that service quality is "Quality is the totally and characteristics of the product and service that bear on its ability to satisfy stated or implied needs", the meaning of this definition is that quality is the whole of the features and characteristics. of products or services that support their ability to satisfy

needs directly or indirectly. This means that the business entity must be able to provide products or services that can meet customer needs so that customers will feel satisfied.

Lupiyadi in Septiadi (2013) Customer service is said to be customer service, namely various activities throughout the business area that try to combine service sellers to meet customer satisfaction from ordering, processing, to providing service results through communication to strengthen cooperation with consumers, with the aim of making a profit.

Parasuraman, Zeithmal, and Berry in Gusmi (2016), try to measure the dimensions of service quality using five dimensions, namely tangibles, reliability, responsiveness, assurance, empathy (empathy).

a. Physical Evidence (tangibles)

Physical evidence (tangibles), namely the ability of a company to show its existence to external parties. Physical appearance, equipment, and appearance of all personnel and media involved in providing services.

b. Reliability is the company's ability to provide services as promised accurately and reliably.

c. Responsiveness is a policy to assist and provide fast (responsive) and precise service to customers, and the delivery of clear information. Or the willingness to help students and provide services quickly and responsively.

d. Assurance (assurance) is the knowledge, courtesy and ability of company employees to foster customer trust in the company.

e. Empathy (empathy) is giving sincere and individual or personal attention to customers by trying to understand consumer desires. Or a condition of caring, giving personal attention to customers.

According to Valerie Zeithaml, A. Parasuraman, and Leonard Berry in Lovelock (2010: 155) identified 6 gaps in service quality, namely:

a. Knowledge Gap. The difference between what senior management thinks the customer expects, and the actual needs and expectations of the customer

b. Policy Gap. The difference between management's understanding of customer expectations, and the quality standards established for service delivery. It said the policy gap was due to management making a policy decision not to give customers what they thought.

c. Presentation Gap. The difference between the service standards set, and the actual performance of the delivery team and operational services in the field.

- d. **Communication Gap.** The difference between what the company communicates, and what its customers receive.
- e. **Perception Gap.** The difference between what is delivered to the customer and what the customer feels they have received (because they sometimes cannot accurately evaluate the quality of service).
- f. **Service Quality Gap.** The difference between what customers expect them to receive, and their perceptions of the service that is actually delivered.

3. **Customer satisfaction**

Competition in the business world is a reference for every company in finding as many customers as possible, attention to customer satisfaction and dissatisfaction has been getting bigger because basically the purpose of a company is to create a sense of satisfaction in customers. The higher the level of customer satisfaction will bring greater profits for the company, thus the company becomes superior to competitors

According to Kotler in Ratih (2010) satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations. According to Tse and Wilton (1988) in Ratih (2010) customer satisfaction or dissatisfaction is the customer response to the perceived disconfirmation evaluation between previous expectations and the actual performance of the product that is felt after its use.

Engel, et al in Ratih (2010) states that customer satisfaction is an after-purchase evaluation where the chosen alternative is at least the same or exceeds customer expectations, while dissatisfaction arises when the results (outcomes) do not meet expectations.

Rangkuti in Ratih (2010) Customer satisfaction with a product or service is actually something that is difficult to obtain if the service company or industry does not really understand what consumers expect. For products or services with the same quality, it can provide different levels of satisfaction for different consumers.

According to Irawan in Safira (2017), customer satisfaction is a customer's perception of a product or service that has met their expectations. The customer will not be satisfied if the customer has the perception that their expectations have not been fulfilled and conversely the customer will be satisfied if the perception is the same or more than expected. Customer satisfaction, apart from being influenced by the perception of service quality, is also determined by product quality, price, service quality (service quality) and situational factors (emotional factors).

According to Kotler in Safira (2010), satisfaction is defined as a feeling of pleasure or disappointment in someone who arises after comparing his perceptions / impressions of the performance (or results) of a product and his expectations. If the performance is below the expectations of the customer is not satisfied, if the performance meets the expectations the customer is satisfied and if the performance exceeds the expectations the customer is very satisfied. Meanwhile, according to Lovelock and Wright in Safira (2010), customer satisfaction is an

emotional state, their post-purchase reactions can be in the form of anger, dissatisfaction, irritation, neutrality, joy or pleasure.

According to Kotler in Ratih (2010), there are four methods that can be used to measure customer satisfaction, namely:

- a. Complaints and suggestions system

Companies that provide full opportunities for their customers to express opinions or even complaints are customer-oriented companies.

- b. Customer satisfaction survey

Every now and then a company needs to conduct a customer satisfaction survey of the quality of the company's services or products.

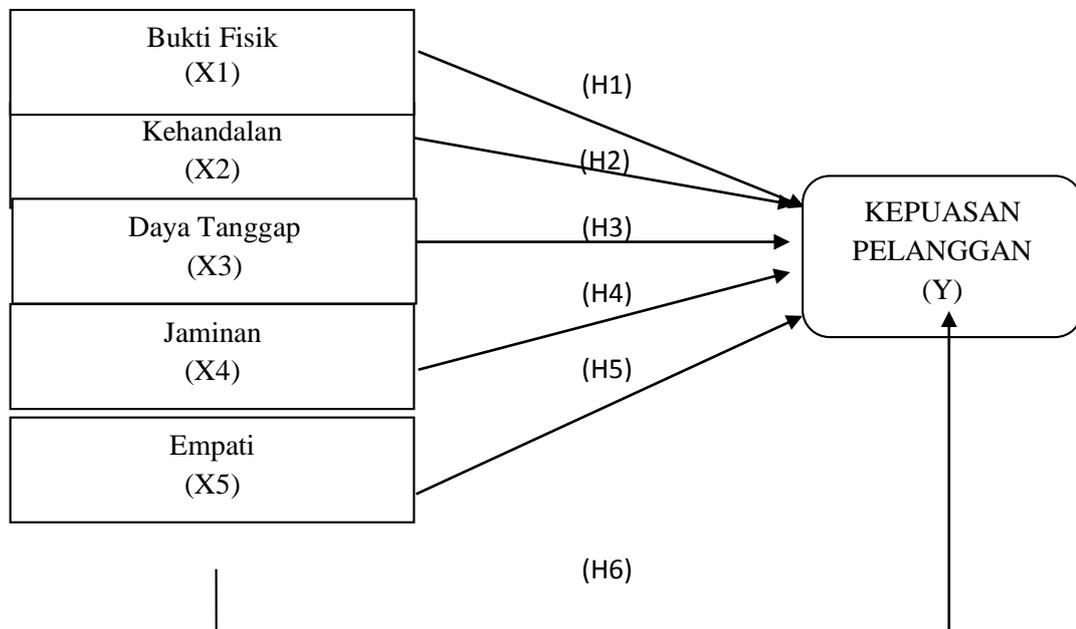
- c. *Ghost Shopping*

This method is carried out by hiring several ghost shoppers to act as customers in competing companies, with the aim that these ghost shoppers can find out the service quality of competing companies.

- d. Analysis of lost customers

This method is carried out by the company by calling back its customers who have not visited or made another purchase at the company because they have moved to a competing company.

FRAMEWORK



RESEARCH METHOD

1. Population

According to Sugiyono (2014: 119) Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. Not only the number of subjects / objects to be studied, but includes all the characteristics / properties possessed by that object or subject. so the population to be studied is the customer of legend coffe Yogyakarta.

2. Sample

According to Sugiyono (2014: 120) the sample is part of the number and characteristics of the population. If the population is large, and it is impossible for the researcher to study everything in the population, because of limited funds, energy and time, the researcher can use a sample taken from that population. What is learned from the sample the conclusions will be applicable to the population.

Roscoe in Sugiyono (2014: 133) provides suggestions on sample size for research as follows:

- a. The proper sample size in the study is between 30 and 500 samples.
- b. If the sample is divided into categories (for example: male-female, public-private employees, etc.) then the total sample for each category is at least 30.
- c. If the research will carry out multivariate analysis, the number of sample members is at least 10 times the number studied, such as the research variable there are 5 (independent and dependent), then the number of samples = $10 \times 5 = 50$ samples at least
- d. For a simple experimental study, using an experimental group and a control group, the numbers are 10 to 20 each.

From this discussion, this study tries to measure the sample, using the third point, namely if the research will conduct a multivariate analysis, the number of sample members is at least 10 times the number studied, such as 5 (independent and dependent) research variables, then the number of samples = $10 \times 5 = 50$ samples at minimum. In this study, 100 samples were determined.

3. Sampling technique

According to Sugiyono (2014: 121) The sampling technique is a sampling technique. To determine the sample to be used in the study, there are two sampling techniques used, namely Probability Sampling and Non Probability Sampling.

A. Data collection technique

Furthermore, when viewed in terms of data collection methods or techniques, Sugiyono (2014: 193) suggests that collection techniques can be carried out by interview (interview), questionnaire (questionnaire), observation (experience), and a combination of the three. The data collection techniques in research are:

Sugiyono (2014: 199). The questionnaire is a data collection technique which is done by giving a set of questions or written statements to respondents to answer them. The questionnaire is an efficient data collection technique if the researcher knows exactly what variables to measure and knows what can be expected from the respondent.

B. Descriptive Data Analysis

1. Validity and Reliability Test

Before the main research is carried out, it is necessary to test the validity and service of a questionnaire that involves randomly selected respondents.

a. Validity test

Used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The validity test tool used in this study is Confirmatory Factor Analysis (CFA), to make it easier to perform validity tests, factor analysis is used in the SPSS 21 computer program.

RESULTS ANALYSIS

A. Research Results (Hypothesis Test)

1. Multiple Linear Analysis Test Results

Multiple Analysis Results

Model	Coefisients	Sig
	B	
(Constant)	0.865	0.006
BF	0.123	0.193
KH	0.230	0.042
DT	0.065	0.523
JM	0.188	0.136
EP	0.188	0.151

Based on these results, the following regression equation can be obtained:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + e-$$

$$Y = 0.865 + 0.123x_1 + 0.230x_2 + 0.065x_3 + 0.188x_4 + 0.188x_5 + e-$$

Each value of the regression equation above can be interpreted as follows:

$a = 0.865$ is a constant value. If the values of X_1 , X_2 , X_3 , X_4 and X_5 , for example, are 0, then the value of the customer satisfaction level will decrease by 0.865

$b_1 = 0.123$ the coefficient is positive, meaning that there is a relationship between physical evidence (X_1) and the level of customer satisfaction. If the physical evidence (X_1) is greater, the customer satisfaction value (Y) will be greater. The coefficient of the physical evidence variable (X_1) is 0.123, meaning that if the other independent variables are fixed and if the physical evidence variable (X_1) increases by 1 unit, customer satisfaction increases by 0.123.

$b_2 = 0.230$ the coefficient is positive, meaning that there is a relationship between reliability (X_2) and the level of customer satisfaction. If the reliability (X_2) is greater, the customer satisfaction value (Y) will be greater. The coefficient of the reliability variable (X_2) is 0.230, meaning that if the other independent variables are constant and if the reliability variable (X_2) has increased by 1 unit, customer satisfaction will increase by 0.230.

$b_3 = 0.065$ the coefficient is positive, meaning that there is a relationship between responsiveness (X_3) and the level of customer satisfaction. If the responsiveness (X_3) is greater, the value of customer satisfaction (Y) will be greater. The responsiveness variable coefficient (X_3) is 0.065, meaning that if the other independent variables are constant and if the responsiveness variable (X_3) increases by 1 unit, customer satisfaction will increase by 0.065.

$b_4 = 0.188$ coefficient is positive, meaning that there is a relationship between guarantee (X_4) and the level of customer satisfaction. If the guarantee (X_4) is greater, the customer satisfaction value (Y) will be greater. The coefficient of the guarantee variable (X_4) is 0.188, meaning that if the other independent variables are fixed and if the guarantee variable (X_4) increases by 1 unit, customer satisfaction will increase by 0.188.

$b_5 = 0.188$ coefficient is positive, meaning that there is a relationship between empathy (X_5) and the level of customer satisfaction. If the empathy (X_5) is greater, the customer satisfaction value (Y) will be greater. The coefficient of the empathy variable (X_5) is 0.188, meaning that if the other independent variables are constant and if the empathy variable (X_5) has increased by 1 unit, customer satisfaction will increase by 0.188.

2. T Test Results

The t test is used to determine the significance of the effect of the independent variable (X) on the dependent variable (Y).

T test results

Variable	Test results
	Sig
Physical evidence	0.193
Reliability	0.042
Responsiveness	0.523
Guarantee	0.136
Empathy	0.151

a. Physical Evidence

Ha: There is an effect of physical evidence on customer satisfaction Legend Coffee Yogyakarta

H0: There is no effect of physical evidence on customer satisfaction of Legend Coffee Yogyakarta.

When compared between the significant value of the physical evidence variable with alpha 0.05, the value of the X1 variable is 0.193, greater than 0.05, so it can be concluded that the hypothesis Ha is rejected and H0 is accepted, meaning that physical evidence has no significant effect on customer satisfaction.

b. Reliability

Ha: There is an effect of reliability on customer satisfaction Legend Coffee Yogyakarta.

H0: There is no effect of reliability on customer satisfaction of Legend Coffee Yogyakarta.

When compared between the significant value of the reliability variable with alpha 0.05, the value of the X2 variable of 0.042 is smaller than 0.05, so it can be concluded that the hypothesis Ha is accepted and H0 is rejected, meaning that reliability has a significant effect on customer satisfaction.

c. Responsiveness

Ha: There is an effect of responsiveness on customer satisfaction Legend Coffee Yogyakarta.

H0: There is no effect of responsiveness on customer satisfaction of Legend Coffee Yogyakarta.

When compared between the significant value of the responsiveness variable with alpha 0.05, then the value of the X3 variable of 0.523 is greater than 0.05, so it can be concluded that the hypothesis Ha is rejected and H0 is accepted, meaning that responsiveness has no significant effect on customer satisfaction.

d. Guarantee

Ha: There is a guarantee effect on customer satisfaction Legend Coffee Yogyakarta.

H0: There is no guarantee effect on customer satisfaction of Legend Coffe Yogyakarta.

When compared between the significant value of the guarantee variable with alpha 0.05, then the value of the X4 variable is 0.136 which is greater than 0.05, so it can be concluded that the hypothesis Ha is rejected and H0 is accepted, meaning that the guarantee has no significant effect on customer satisfaction.

e. Empathy

Ha: There is an influence of empathy on customer satisfaction Legend Coffee Yogyakarta.

H0: There is no influence of empathy on customer satisfaction Legend Coffe Yogyakarta.

When compared between the significant value of the empathy variable with alpha 0.05, then the value of the X5 variable is 0.151, more than 0.05, so it can be concluded that the hypothesis Ha is rejected and H0 is accepted, meaning that empathy has no significant effect on customer satisfaction.

3. F test results (test variables together)

F test results

Model	Sig
Regression	0.000
Total	

From the results of the F test output, the sig value is 0.000. When compared with an alpha value of 0.05, 0.000 is smaller, meaning that the variables of physical evidence, reliability, responsiveness, assurance, and empathy have a significant effect on the customer satisfaction variable, so it is concluded that they accept Ha and reject H0.

4. Determination Test Results (R2)

The coefficient of determination R square is used to determine the percentage of the dependent variable caused by the dependent variable. Judging from the value of the test results using SPSS on the value *Ajusted R Square* as follows :

Determination Test

<i>Ajusted R Square</i>
0.532

In the Sanusi statement (2011), that if the value *Ajusted R Square* approaching number 1, the value of the independent variables provides almost all the information needed to predict the dependent variations. So from the results obtained with the *Ajusted R Square* value of 0.532, which means not close to 1 so that it cannot explain the variables of service reliability, service responsiveness, assurance, care and physical evidence of customer satisfaction of 0.532 or 53.2%, and the remaining 46.8% is influenced or explained by other variables not examined in this study.

5. Discussion

Based on the results of this study, it can be seen that from the F test or test simultaneously the results of the F test output obtained a sig value of 0.000, when compared with an alpha value of 0.05, 0.000 is less than 0.05, meaning that the variables of physical evidence, reliability, responsiveness, assurance, and empathy has a significant effect on the customer satisfaction variable at Legend Coffee Yogyakarta, so it is concluded that it accepts H_a and rejects H_0 .

The dimension of reliability has a dominant influence on customer satisfaction at Legend Coffee Yogyakarta, seen in table 4.24 with a significant value of 0.042 which is less than 0.05, on the variables of physical evidence, responsiveness, assurance, and empathy are not significant whose value is greater than 0.05.

From the question of the first hypothesis, namely physical evidence (BF) has an effect on customer satisfaction of Legend Coffee Yogyakarta, with the partial test results in Table 4:24 the resulting value is compared between the significant value of the Physical Evidence variable with alpha 0.05, then the value of the X1 variable is 0.193 greater than 0.05. , so it can be concluded that the hypothesis H_a rejected and H_0 is accepted, meaning that physical evidence has no significant effect on customer satisfaction at Legend Coffee Yogyakarta. In this case the facilities provided by Legend Coffee still cannot be enjoyed by customers such as the lack of parking space for cars so that customers who drive cars have to park further away from Legend Coffee, besides that some of the entertainment facilities in the legend coffee have suffered a lot of damage so that customers do not can use these facilities.

From the second hypothesis question, reliability (KH) has an effect on customer satisfaction of Legend Coffee Yogyakarta, with the partial test results in Table 4.24 the resulting value is compared between the significant value of the reliability variable with alpha 0.05, then the value of the X2 variable is 0.042 smaller than 0.05, so that It can be concluded that the hypothesis H_a accepted and H_0 rejected, meaning that reliability has a

significant effect on customer satisfaction at Legend Coffee Yogyakarta. These results provide empirical evidence that the reliability of Legend Coffee employees in the form of service speed, employee ability, and employee reliability in serving customers will be considered in shaping customer satisfaction.

From the third hypothesis question, Responsiveness (DT) has an effect on customer satisfaction of Legend Coffee Yogyakarta, with the results of the partial test in Table 4:24 the resulting value is that when compared between the significant value of the Responsiveness variable with alpha 0.05, the significance value of the X3 variable is 0.523 greater. of 0.05, so it can be concluded that the hypothesis H_a is rejected and H_0 is accepted, meaning that responsiveness has no significant effect on customer satisfaction at Legend Coffee Yogyakarta. With the crowd of visitors at Legend Caffee and the insignificant number of employees, existing employees do not work optimally so that some customers experience dissatisfaction with the services provided by Legend Coffee

From the fourth hypothesis question, namely Guarantee (JM) has an effect on customer satisfaction of Legend Coffee Yogyakarta, with the results of the partial test in Table 4:24 the resulting value is that when compared between the significant value of the guarantee variable with alpha 0.05, then the value of the X4 variable is 0.136 greater than 0.05, so it can be concluded that the hypothesis H_a is rejected and H_0 is accepted, meaning that the guarantee has no significant effect on customer satisfaction at Legend Coffee Yogyakarta. Some of Legend Coffee employees often make mistakes related to orders that customers want and also do not know in more detail about the menu at Legend Coffee, thus some of the customers are not satisfied with the services provided by Legend Coffee.

From the fifth hypothesis question, Empathy (EP) has an effect on customer satisfaction of Legend Coffee Yogyakarta, with the results of the partial test in Table 4:24 the resulting value is that when compared between the significant value of the Empathy variable with alpha 0.05, the significance value of the X5 variable is 0.151 which is smaller than 0.05. , so it can be concluded that the hypothesis H_a is rejected and H_0 is accepted, meaning that empathy has no significant effect on customer satisfaction at Legend Coffee Yogyakarta. This is evidenced by the lack of response given by employees to customers who want to order.

CONCLUSION

From the results of research and hypothesis testing that has been carried out regarding the analysis of service quality on customer satisfaction at Legend Coffee Yogyakarta, it can be concluded as follows:

Based on descriptive analysis, validity / reliability test, multiple regression test, partial test (t test), simultaneous test (F test), and determination test of service quality of Legend Coffee Yogyakarta in terms of five dimensions of service quality according to Tjiptono and Anastasia in Sulastri (2017), the dimensions of service quality produced and answered from existing hypotheses are:

1. From the t test results, physical evidence with a significance value of 0.193 is greater than a significance value of 0.05, which means that physical evidence at Legend Coffee Yogyakarta has no significant effect on customer satisfaction.
2. From the results of the t test, the reliability with a significance value of 0.042 is smaller than the significance value of 0.05, which means that reliability at Legend Coffee Yogyakarta has a significant effect on customer satisfaction.
3. From the results of the t test responsiveness with a significance value of 0.523 is greater than the significance value of 0.05, which means that the responsiveness of Legend Coffee Yogyakarta has no significant effect on customer satisfaction.
4. From the results of the t test, the guarantee with a significance value of 0.136 is greater than the significance value of 0.05, which means that the guarantee at Legend Coffee Yogyakarta has no significant effect on customer satisfaction.
5. From the results of the t test for empathy with a significance value of 0.151, which is greater than the significance value of 0.05, which means that empathy in Legend Coffee Yogyakarta has no significant effect on customer satisfaction.

Based on the results of this study, it can be seen that from the F test or test simultaneously the results of the F test output obtained a sig value of 0.000, when compared with an alpha value of 0.05, 0.000 is less than 0.05, meaning that the variables of physical evidence, reliability, responsiveness, assurance, and empathy has a significant effect on customer satisfaction variables at Legend Coffee Yogyakarta, so it is concluded that accepting H_a and rejecting H_0 .

In the test of determination, the results obtained with an R Square value of 0.532, which means that close to 1 can explain the variables of physical evidence, reliability, responsiveness, assurance and empathy for customer satisfaction of 0.532 or 53.2%, and the remaining 46.8% is influenced or explained by other variables not included in the study.

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