

SERVICE QUALITY AND CONSUMER SATISFACTION IN A LOCAL AGRI-FOOD CAFÉ: A CASE STUDY OF JAZZ CAFÉ, MALANG REGENCY

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Abstract. Consumer satisfaction is an emotional response that arises when expectations toward a product or service are fulfilled; conversely, disappointment emerges when those expectations are not met. Amid the rapid growth of the café or coffee shop industry in Malang City, consumer satisfaction has become an increasingly important aspect to consider. However, many business operators have not yet systematically conducted surveys or evaluations of customer satisfaction regarding the services they provide. As a result, the potential for improving service quality remains underutilized. This study was conducted at Jazz Café, located in Jetak Ngasri, Mulyoagung, Dau District, Malang Regency, East Java. The objective of this research is to measure the level of customer satisfaction and to identify service elements that require improvement to enhance service quality. The study employs the Importance Performance Analysis (IPA) method. Data collection was carried out through the distribution of questionnaires containing 19 attributes to 50 respondents. The data processing stages included an analysis of respondent characteristics and IPA analysis, encompassing the measurement of conformity between performance and customer satisfaction, as well as the mapping of service attributes within a Cartesian diagram. The findings indicate that the overall customer satisfaction level is 89.30%, suggesting that the services have met customer expectations. The attribute with the highest satisfaction level is the ease of the payment process, 102.34%, while the lowest is the availability of supporting facilities, 54.78%. The quadrant analysis reveals that most attributes fall into Quadrants II, III, and IV, indicating that customers are generally satisfied with these attributes. However, there are five attributes located in Quadrant I that require greater attention: employee politeness in treating customers, availability of supporting facilities, comfort and quantity of seating, product and service quality relative to price, and café interior design. These attributes are considered important by customers, yet their execution remains suboptimal.

Keywords: Customer Satisfaction, Importance Performance Analysis, Jazz Café

INTRODUCTION

In recent years, the industrial sector in the Greater Malang area has shown significant progress, one of which is marked by the rapid growth of the culinary sector, particularly cafés. The number of cafés in Indonesia has experienced a notable increase, reflecting changes in urban lifestyles where people increasingly enjoy spending their leisure time or working outside the home (Qotrunnada et al., 2025; Wijaya, 2025). Malang, a city renowned for its education and tourism, has emerged as one of the fastest-growing centers for cafés in East Java. According to data from the Indonesian Café and Restaurant Entrepreneurs Association (Apkrindo), as conveyed by the Head of Apkrindo in Malang, Indra Setiyadi, the number of cafés in Malang City has surpassed 1,000 establishments, with the majority targeting working-age consumers.

Cafés serve not only as places to enjoy food and beverages but also as social spaces, alternative work environments, and drivers of local economic growth (Herawati, Gayatri & Musthafa, 2024; Sumpter et al., 2024). They contribute to job creation and support the development of creative sectors such as music, interior design, and digital marketing (Koto et al., 2023). This growth trend has encouraged entrepreneurs to enter the culinary business by offering competitive products in terms of taste, pricing, and service quality. In general, a café is a place where individuals can relax and enjoy

natural or artificial scenery (Michael & Abdul Rahman, 2022; Onward & Purwoko, 2023). Commonly referred to as coffee shops, cafés are venues where people can enjoy coffee and other beverages as well as light meals, operated by individuals, organizations, or groups that are now increasingly emerging in the Greater Malang area. The habit of spending leisure time at cafés has seemingly turned them into beautiful and promising business opportunities.

One of the popular places in Dau, Malang Regency, is the Jazz Café. Jazz Café is located at Central Café Malang Raya, Jetak Ngasri, Mulyoagung, Dau District, Malang Regency, East Java. Jazz Café, like other cafés, offers a wide selection of coffees. Jazz Café offers prices ranging from Rp. 3,000 to Rp. 15,000 for non-coffee drinks and snacks. Jazz Café attracts customers with various amenities, such as free Wi-Fi access and a No-Bar Policy, which makes visitors feel comfortable spending time there. Additionally, the Jazz Café occasionally hosts live music performances. Jazz Café puts customer service first. One form of customer service involves greeting customers, assisting with menu selection, finding available seats, and explaining menu options. Good service can be achieved through polite and attentive behavior towards customers when serving them, maintaining time discipline to meet customer needs, and understanding and fulfilling customer needs (Sharif et al., 2021; Wattoo et al., 2025). Jazz Café has never been surveyed to gauge customer satisfaction with the services it provides. Based on field observations, Jazz Café received several complaints that could impact the quality and satisfaction of service. Consumer complaints about Jazz Café include a lack of supporting facilities, such as slow Wi-Fi, a shortage of power outlets, uncomfortable seating, and an unappealing design and interior, among others. Therefore, consumer assessment of the quality of service attributes at Jazz Café needs to be carried out as a basis for improving the quality of service at Jazz Café.

One method that can be used to assess service quality attributes is the *Importance-Performance Analysis* (IPA). The IPA method is used to describe the relationship between expectations and the performance of each attribute (Ambawani & Febriyanto, 2022; Maulana & Nuruddin, 2024). The level of satisfaction is measured by comparing the level of expectation with the services provided by the other party. This method is relatively easy to use because the results are straightforward, and the visual representation is created manually using a Cartesian diagram (Simon et al., 2020; Wisudawati et al., 2023). By using this method, it is hoped that it can determine the level of customer satisfaction with the quality of services provided by Jazz Café, thus achieving the satisfaction that consumers want.

METHODS

This study was conducted at Jazz Café, located at Central Café Malang Raya, Jetak Ngasri, Mulyoagung, Dau District, Malang Regency, East Java, from May to June 2023. The research employed a quantitative descriptive approach to assess service quality and customer satisfaction. A total of 50 respondents were selected using the Slovin formula with a 5% margin of error, based on the estimated average number of daily customers.

3.1 Data Sources and Collection

Two types of data were used: primary data, obtained through questionnaires and interviews; and secondary data, gathered through literature reviews, journals, and previous studies relevant to service quality assessment in the food and beverage industry.

3.2 Instrument Development

The instrument used in this study was adapted from the SERVQUAL model, which comprises five dimensions of service quality: Reliability, Responsiveness, Empathy, Tangibles, and Assurance. Each dimension was operationalized into specific service attributes relevant to the context of a café. These attributes were then measured using a five-point Likert scale, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*), to assess both the importance and performance of each item. The breakdown of SERVQUAL dimensions into measured attributes is presented in Table 1.

Each dimension was translated into measurable service attributes, resulting in 19 questionnaire items. The items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), where respondents rated both expectations and perceived performance for each item. This structured instrument enabled the researchers to comprehensively assess service quality from the customer's perspective. Each attribute was later analyzed through the Importance-Performance Analysis (IPA) framework to identify priority areas for improvement.

Table 1. Service Attributes Based on SERVQUAL Dimensions

No.	SERVQUAL Dimension	Attribute Description
1	Reliability	Conformity of the product with the picture
2		Speed at which employees serve orders
3	Responsiveness	Employees directly direct customers to a seat
4		Crowded seating arrangements
5		Ease of payment processing
6		Employees respond quickly when called by consumers
7		Employees assist with congestion when needed
8	Empathy	Employee friendliness in serving consumers
9		Employee politeness in treating consumers
10		Employees take the initiative to offer a favorite menu
11		Employees are ready to help consumers choose menus
12		Operating hours (16:00–23:00) are convenient for consumers
13	Tangibles	Availability of supporting facilities
14		Comfort, cleanliness, and neatness of the café
15		Comfortable seating and adequate number
16		Attractive café interior design
17	Assurance	Quality of products and services matches the price
18		Hygienic beverage and food products
19		No errors in payment

Source: Processed primary data, 2023.

3.3 Instrument Validation

Prior to distribution, the questionnaire was subjected to content validation by academic experts in marketing and hospitality management to ensure its conceptual appropriateness. A pilot test involving 15 respondents was carried out, and the results were subsequently analyzed to assess:

- 1 **Construct validity**, which was evaluated using Pearson's correlation coefficient. Items were considered valid if the calculated correlation value (r-count) exceeded the critical value (r-table) at a significance level of $\alpha = 0.05$.
- 2 **Reliability**, assessed through the calculation of Cronbach's Alpha coefficient, with a threshold value of $\alpha > 0.7$ indicating an acceptable level of internal consistency.

3.4 Data Analysis

Data analysis using the *Importance Performance Analysis* (IPA) is done by comparing the importance and performance of various attributes to identify areas of strength and areas that need improvement, making it easier for companies to make decisions (Haumetan et al., 2022; Simon et al., 2020; Vidyanto et al., 2023). According to Santoso et al., (2011) the stages of the science analysis include: calculating the degree of compatibility between expectations and performance, calculating the average expectation (Y) and performance (X) of all customers, The attributes are then mapped into a Cartesian diagram consisting of four quadrants.

Data analysis used the Importance-Performance Analysis (IPA) technique. The analytical steps were as follows:

$$\text{Conformity Level} = (Y/X) \times 100\% \dots\dots\dots (1)$$

Attributes mapped into a Cartesian diagram consisting of four quadrants:

1. Quadrant I (Concentrate Here): high importance, low performance,
2. Quadrant II (Keep Up the Good Work): high importance, high performance,
3. Quadrant III (Low Priority): low importance, low performance,
4. Quadrant IV (Possible Overkill): low importance, high performance.

RESULT AND DISCUSSION

3.1. Jazz Cafe Overview

Jazz Café, located on Jalan Jetak Ngasri, Mulyoagung, Dau District, Malang Regency, was established in 2019 and has become one of the favorite places of the people of Malang. Jazz Café offers a variety of drinks, including coffee and tea, as well as snacks and noodles, with a price range between Rp. 3,000 and Rp. 15,000. Jazz Café has facilities such as wifi, power outlets, prayer rooms, toilets, as well as chairs and tables for customers. Jazz Café operates daily from 4 PM to 00 AM.

3.2. Respondent Characteristics

The respondent characteristics serve to describe and explain the profile of individuals who completed the questionnaire. In this study, the selected respondents were customers of Jazz Café, with a total of 50 individuals. The questionnaires were distributed to customers who had visited Jazz Café at least twice. The respondent characteristic data obtained from the questionnaire provides relevant information regarding the background of the respondents used as the research sample. An overview of respondent characteristics is presented in Table 2.

Based on Table 1, the majority of respondents were in the 21-26 age range, with a total of 34 respondents (68%), while 16 respondents (32%) were aged 15-20 years. The majority of respondents are over 20 years old because teenagers tend to enjoy the atmosphere of cafés, use free wifi, and access social media and play games (Rafid & Romadlom, 2020; Zainuddin & Shujahat, 2022). In terms of gender characteristics, visitors to Jazz Café were dominated by men with 26 respondents (48%) and women with 24 respondents (48%).

Table 2. Respondent Characteristics

Yes	Characteristics of Respoden	Criterion	Sum (People)	Percentage
1	Age	15-20 Years	16	32%
		21-26 Years	34	68%
2	Gender	Man	24	48%
		Woman	26	52%
3	Work	Student/Student	7	14%
		Student	31	62%
		Swasra employees	9	18%
		Entrepreneurial	3	6%
4	Income	IDR <1,000,000	40	80%
		IDR 1,000,000-2,000,000	6	12%
		>Rp. 2,000,0000	4	8%

Source: Processed primary data, 2023.

Based on work, the majority of respondents were students, with a total of 31 respondents (62%). This indicates that students visit cafés more frequently to socialize with friends and collaborate on tasks (Prawiro & Purbaningrum, 2021). From the income data, the group with an income of less than Rp. The highest number was 1,000,000, consisting of 40 respondents (80%). This is because most of the visitors to the Jazz Café are college students. High prices can affect consumer buying interest; the higher the price, the more likely consumers are to reconsider purchasing the product.

Table 3. Total Score, Average Performance and Expectations and Satisfaction Level (TKi)

Yes	Attribute	Performance	Hope	Average performance level score (X)	Average expectation level score (Y)	TKi%
Reliability						
1	Conformity of the product with the picture	204	208	4,08	4,16	98,08%
2	Speed at which employees serve orders	214	216	4,28	4,32	99,07%
Responsiveness						
3	Employees directly direct customers to a seat	204	203	4,08	4,06	100,49%
4	Crowded seating arrangements	160	161	3,20	3,22	99,38%
5	Ease of payment processing	219	214	4,38	4,28	102,34%
6	Employees respond quickly when called by consumers	218	216	4,36	4,32	100,93%
7	Employees assist with congestion when needed	216	215	4,32	4,30	100,47%
Emphaty (Attention)						
8	Employee friendliness in serving consumers	216	220	4,32	4,40	98,18%
9	Employee politeness in treating consumers	135	220	2,70	4,40	61,36%
10	Karyawan takes the initiative to offer a favorite menu	182	181	3,64	3,62	100,55%
11	Employees are ready to help consumers choose menus	187	186	3,74	3,72	100,54%
12	Operating hours 16-23 are convenient hours	200	219	4,00	4,38	91,32%
Tangibles (Physical Evidence)						
13	Availability of supporting facilities	121	225	2,42	4,50	54,78%
14	Comfort, cleanliness and neatness of the café	216	213	4,32	4,26	101,41%
15	Comfortable seating and adequate number	132	220	2,64	4,40	60,00%
16	Attractive café interior design	146	225	2,92	4,50	64,89%
Insurance (Guarantee)						
17	The quality of the products and services provided is consistent with the price	141	224	2,82	4,48	62,95%
18	Beverage and hygienic food products	217	216	4,34	4,32	100,46%
19	No errors in payment	208	207	4,16	4,14	100,48%
	Average	186	210	3,72	4,20	89,30%

Source: Processed primary data, 2023.

3.3. Total Suitability Level Results, Average Performance and Expectations

The calculation of the performance level at Jazz Café is shown in Table 3. The purpose of this calculation is to measure the percentage of conformity between the current conditions and consumer expectations. The performance level with the highest total score is the ease of payment processing attribute, with an average score of 219 out of 4.38. Based on live interviews with several Jazz Café respondents, they appreciated fast payment methods and a variety of options. Jazz café offers several payment methods, including cash, Ovo, transfer, or Qris, with no minimum price. Ease of payment is a

crucial factor that influences customer preferences. Consumers prefer easier payments, one of which is through electronic payment systems (Armah et al., 2023; Kim et al., 2019). Attributes with a high level of conformity are the ones that should be maintained (Arista et al., 2025).

At the lowest level of performance, the value is 121 in the ‘Available Supporting Facilities’ attribute. The attributes of the supporting facilities are among the categories that are less than satisfactory in terms of performance, which means that improvements must be made. Supporting facilities are crucial in encouraging consumers to visit and enjoy drinks and food at Jazz Café. That can be attributed to interviews indicating a lack of supporting facilities, including Wi-Fi, which often causes disturbances, slow Wi-Fi, an inadequate number of outlets, and parking areas that are not spacious. Supporting facilities are one of the important aspects that influence customers’ decisions to revisit the café, including fast and stable Wi-Fi and the availability of a spacious parking lot (Mawadati et al., 2024; Valentina & Arini, 2023). The level of consumer satisfaction will be caused if the performance value is higher than the expected value offered.

The score obtained from the overall level of suitability, which is 89.30%, is calculated by summing the respondent’s suitability level and then dividing by the total number of 19 attributes used. In Table 2, the highest score corresponds to a respondent suitability level of 102.34%. Attributes that have met the requirements can satisfy consumers, so these attributes must be maintained to ensure that respondents continue to like the products presented to them. It can be concluded that the percentage value of 80-100% is proven to be very satisfactory, so there is no need to make improvements (Setiawan et al., 2022).

3.4. Results of Quadrant Analysis of Service Quality Attributes in Cartesian Diagram

The average score, expectation level, and performance level are used to map the position of each attribute on the Cartesian chart. The X-axis shows the average score of performance, while the Y-axis shows the average score of the attribute’s expectations. Through this mapping, the service quality can be improved or maintained, as shown in Figure 1 and Table 3, which display the results of the service quality mapping at the Jazz Café.

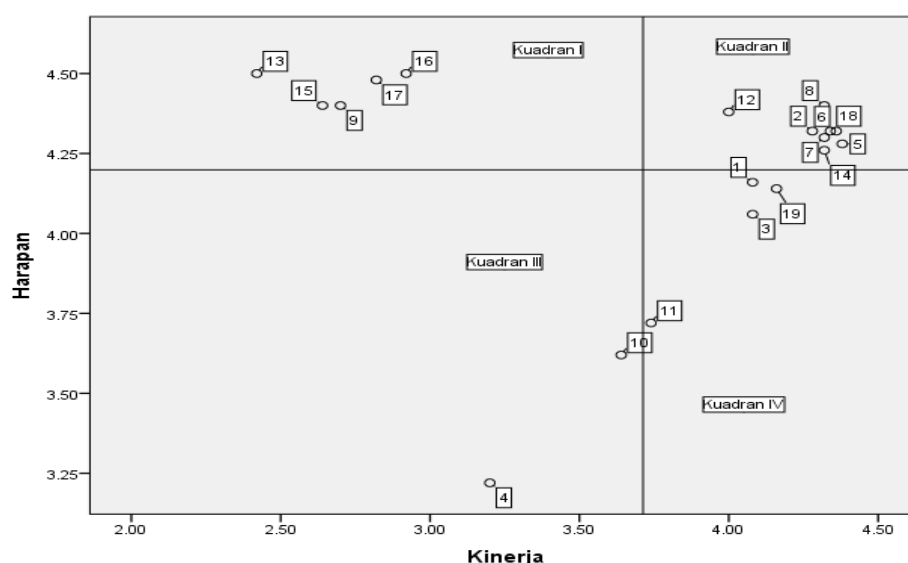


Figure 1. Cartesian Diagram

Quadrant 1

Quadrant 1 shows the attributes that should be prioritized for immediate improvement. The attributes in quadrant one are considered important by consumers, but their implementation is still suboptimal. The first attribute included in quadrant 1 is Employee politeness in treating consumers. This shows that Jazz Café customers are not completely satisfied with the service they receive. Therefore, there is a need for improvement in the aspect of employee politeness when serving customers. One indicator of service quality is the guarantee, which encompasses the knowledge and courtesy of employees, contributing to customer trust and confidence, and ultimately increasing their

satisfaction (Chege, 2022; Gopi & Samat, 2020). If the company maintains a high level of politeness, customers will have a better perception of the company, and it will gain the trust and confidence of every customer.

Table 4. Mapping of Quadrants I, II, III and IV

Attribute	Question
Quadrant I	
9	Employee politeness in treating consumers
13	Availability of supporting facilities
15	Comfortable seating and adequate number
16	Attractive café interior design
17	The quality of the products and services provided is consistent with the price
Quadrant II	
2	Speed at which employees serve orders
5	Ease of payment processing
6	Employees respond quickly when called by consumers
7	Employees assist with congestion when needed
8	Employee friendliness in serving consumers
12	Operating hours 16-23 are convenient hours
14	Comfort, cleanliness and neatness of the café
18	Beverage and hygienic food products
Quadrant III	
4	Crowded seating arrangements
10	Karyawan takes the initiative to offer a favorite menu
Quadrant IV	
1	Product compatibility with pictures
3	Employees directly direct customers to the place
11	Employees are ready to help consumers choose menus
19	No errors in payment

Source: Processed primary data, 2023.

Another attribute contained in quadrant 1 is the availability of supporting facilities. Jazz Café received several complaints regarding the availability of supporting facilities, such as slow wifi connection when there are many visitors and a limited number of outlets. Jazz Café should improve its wifi by increasing the speed and adding more outlets. This will enable each consumer table to be connected to an outlet, thereby increasing consumer satisfaction. In general, visitors to the Jazz Café are students or those who visit to take advantage of the internet facilities while completing school or college assignments. One of the main reasons teenagers visit cafés is to enjoy free facilities, such as wifi, and socialize with each other. These factors contribute to customer comfort and satisfaction (Lian et al., 2020).

The following important attribute is comfortable and adequate seating. Jazz Café consumers complained that the chairs and tables used were uncomfortable. Based on the results of interviews with visitors, the chairs used are too small and lack backrests. Additionally, the table in the Jazz Café is also too small and can only accommodate a laptop. So far, the majority of visitors to Jazz Café are students, and they are always in groups. If the table is small, they will switch to another café that can accommodate them together. To increase customer satisfaction, Jazz Café could consider adding chairs with larger backrests and tables. Juan et al., (2024) stated that the aspect of seating comfort plays an important role in shaping customers' perceptions of the quality and attractiveness of a place.

Other meanings included in quadrant one are *Interior Design*. The café has not received a positive response from every customer. This suggests that Jazz Café customers are not entirely satisfied with the service they receive, indicating that improvements are needed in the design attributes of the café interior. One way to achieve this is with a neat layout of tables and chairs, good lighting, and an attractive interior design. A place's physical environment, including layout and interior design elements, can significantly affect customer perception and behavior (Febriansyah & Hastoko, 2023). The following attribute, included in quadrant 1, is the quality of products and services provided at a price. This shows that Jazz Café customers are not completely satisfied with the service they receive. This encourages the Jazz Café to improve the quality of the products and services it provides.

Quadrant II

The attributes in this quadrant are conditions that must be maintained because they reflect that the customer's expectations have been aligned with the performance provided. Therefore, Jazz Café must ensure this performance remains consistent to maintain customer satisfaction. Quadrant II includes eight attributes, namely attributes 2, 5, 6, 7, 8, 12, 14, and 18.

Quadrant III

Quadrant III illustrates the attributes of Jazz Café's service quality, which exhibits good performance but falls short of consumer expectations. Improving or enhancing attributes in this quadrant is not particularly important because it has little influence on consumer satisfaction; therefore, Jazz Café is quite capable of maintaining its performance. The attributes included in quadrant III are attributes 4 and 10.

Quadrilateral IV

Quadrant IV contains attributes of low importance, but the performance of Jazz Café is rated excellent. Consumers are delighted with these attributes, so the performance of these attributes must be maintained. The attributes included in quadrant IV are 1, 3, 11, and 19.

CONCLUSION

The results of this study, based on the Importance-Performance Analysis (IPA) method, show that the overall customer satisfaction level at Jazz Café reached 89.30%, indicating that the services provided have generally met customer expectations. Among the evaluated service attributes, the ease of the payment process had the highest satisfaction level, with an importance-performance ratio of 102.34%. In contrast, the availability of supporting facilities recorded the lowest score at 54.78%.

Attribute mapping using the IPA framework identified five critical attributes in Quadrant I, which should be prioritised for improvement. These include employee politeness in serving customers (attribute 9), the availability of supporting facilities (13), the comfort and adequacy of seating (15), the quality of products and services at a reasonable price (17), and the interior design of the café (16). Attributes placed in Quadrant II, such as menu variation, cleanliness, responsiveness, speed of service, employee appearance, and a sense of security (attributes 2, 5, 6, 7, 8, 12, 14, and 18)—are considered high in both importance and performance, suggesting they should be maintained. Quadrant III contains attributes such as ease of parking and location accessibility (4 and 10), which are perceived as having lower importance and performance. Meanwhile, attributes in Quadrant IV (1, 3, 11, and 19), such as promotional efforts and ambient conditions, are considered to have high performance but low importance, indicating possible resource misalignment. These findings provide valuable insights for café management to prioritise service improvements in specific areas while maintaining current strengths. Future studies are encouraged to involve a broader demographic and evaluate trends across different types of food and beverage establishments.

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