The Influence of Service Quality and Asset Management on Customer Satisfaction in Cafe Businesses in Klepu Village

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Abstract

This study analyzes the effect of service quality and asset management on customer satisfaction at a cafe in Klepu Village, Bergas District, Semarang Regency. Along with the rapid growth of the cafe business, improving service quality and asset management are important factors in increasing customer satisfaction. This study uses a quantitative approach with a survey involving 100 cafe customers selected through a purposive sampling technique. Data analysis was performed using multiple linear regression with SPSS. The results of the study indicate that service quality and asset management simultaneously have a significant effect on customer satisfaction ($p < 0.05$). Service quality has a greater influence, with a contribution of 60%, while asset management contributes 40%. This finding emphasizes the importance of improving service quality and asset maintenance to improve customer satisfaction and the competitiveness of cafes in the region. This study provides insight for cafe managers in facing competition in the small business sector.

Keywords: Service Quality; Asset Management; Customer Satisfaction.

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INTRODUCTION

Cafe businesses are currently growing rapidly in various regions, including Klepu Village, Bergas District, and Semarang Regency. This development is supported by changes in people's lifestyles that make cafes a place to socialize, work, or enjoy leisure time. In facing increasingly tight competition, cafe business actors are required to improve the quality of service and asset management to meet customer expectations and increase satisfaction (P. dan K. L. K. Kotler, 2016). Service quality covers various aspects, such as speed of service, friendliness of staff, and quality of food and drinks (Zeithaml, VA, Bitner, MJ, & Gremler, 2017). Meanwhile, good asset management involves facility maintenance, spatial planning, and efficient use of resources (Mastarida, 2023).

However, there are still complaints from customers regarding less than optimal service quality, such as long waiting times, unfriendly attitudes from staff, and poorly maintained facilities in several cafes in Klepu Village. This indicates that there are aspects that need to be improved to improve customer experience. Therefore, this study is important to examine the effect of service quality and asset management on customer satisfaction so that it can provide practical recommendations to cafe business owners on improving their service quality and asset management.

Several previous studies have discussed the factors that influence customer satisfaction in the cafe and restaurant industry (Maulana et al., 2020). Examining the effect of food quality and service on customer satisfaction at BK Café Batukaras Pangandaran, the results showed that both variables have a significant impact. Another study by Nella Octaviani (2020), studied the quality of service at the Miring Coffee Cafe in Semarang and found that service quality directly affects customer satisfaction. The study conducted Sukarno & Nirawati (2016), highlights the importance of human capital and customer capital in improving the performance of cafes and restaurants in Surabaya. The study Ati (2024), examines the influence of service quality, price, and location on customer satisfaction at Homely Koffee Kediri. The study Blitar An-nisaa Kristianti (2023) examines marketing and development strategies that influence customer satisfaction at UMKM Classic Cafe. In addition,(Saeputra Muhammad Yosi & Hidayatullah Deden Syarif, 2016) used the Business Model Canvas approach to analyze the business model of Fruitea Holic cafe and emphasize the importance of innovation in the cafe business. (Adolph, 2016)highlights the revitalization of the tourism industry and entrepreneurship in increasing national competitiveness, which is relevant to the development of cafe businesses in rural areas. Research by(Blitar An-nisaa Kristianti, 2023)reviewing marketing strategies and development toward consumer satisfaction at UMKM Classic Cafe in the village provides additional insight into marketing factors in the cafe business. Saeputra Muhammad Yosi & Hidayatullah Deden Syarif, (2016), using the Business Model Canvas approach to analyze the business model of Fruitea Holic cafe, emphasizing the importance of innovation in the business model to achieve success.

The novelty of this study lies in its focus on the combination of service performance and asset management as factors influencing customer satisfaction in rural cafe businesses. This approach provides a unique contribution to the academic literature, especially in the context of small business management in Indonesia.

This study aims to analyze the effect of service quality and asset management on customer satisfaction in cafe businesses in Klepu Village, Bergas District, Semarang Regency. Specifically, this study identifies and measures the effect of service quality on customer satisfaction levels, analyzes the contribution of asset management in improving comfort and operational efficiency, and evaluates the simultaneous influence of both variables in shaping positive customer experiences. Through this study, it is expected to gain deeper insights into optimal service improvement and asset management strategies, so that cafe businesses in Klepu Village can improve customer satisfaction and competitiveness in the local culinary industry. The results of this study are also expected to provide practical recommendations for cafe managers in developing more effective business strategies that are oriented toward customer satisfaction.

RESEARCH METHODS

This study uses a quantitative approach to analyze the relationship between service quality (X1) and asset management (X2) on customer satisfaction (Y). (Sugiyono, 2019). The subjects of the study were cafe customers located in Klepu Village, with a sampling technique using purposive sampling. The number of respondents in this study was 100 people (Rahmadi, S.Ag., 2011).

Data were collected using a questionnaire designed to measure the research variables. The questionnaire instrument has been tested for validity and reliability to ensure accuracy and consistency of measurement. The questionnaire uses a Likert scale with a value range of 1-5 (Ghozali, 2021).

Research Variables
1. Service Quality (X1). Measuring the quality and efficiency of service provided by the cafe.
2. Asset Management (X2). Measuring the effectiveness of the management and utilization of the cafe's physical resources.
3. Customer Satisfaction (Y). Measuring the level of customer satisfaction based on their experience at the cafe.

This study used a cross-sectional survey design, where data is collected at a specific point in time. This allows for measuring relationships between variables under specific time conditions without intervention from the researcher.

The collected data was analyzed using multiple linear regression to determine the effect of service quality (X1) and asset management (X2) on customer satisfaction (Y). The analysis process was carried out using statistical software such as SPSS (Ghozali, 2021). The analysis steps include:
1. Validity and Reliability Test. Ensure that the questionnaire instrument is suitable for use.
2. Classical Assumption Test. This includes a normality test, a multicollinearity test, and a heteroscedasticity test.
3. Multiple Linear Regression Analysis. Measuring the magnitude of the influence of each independent variable on the dependent variable.
4. Significance Test (F Test and t Test). Testing whether the independent variables together or individually have a significant effect on the dependent variable.

The quantitative approach was chosen because:
1. Objectivity. Providing results that can be measured numerically.
2. Generalization. Allows generalization of findings from a sample to a population.
3. Relationship Identification. Able to identify the relationship between research variables and measure the magnitude of the influence of each independent variable on the dependent variable.

Table 1. Research Instrument (List of Questionnaire Questions)

Variables	Questionnaire Questions
Service Quality (X1)	
	1. Did the cafe staff serve you in a friendly and polite manner?
	2. Was your order processed quickly and accurately?
	3. Does the cafe staff understand customer needs well?
	4. Are the cafe staff always available when you need help?
	5. Does the cafe staff provide clear information about the menu and services?
	6. Does the waiting time for service at the cafe meet your expectations?
	7. Does the cafe staff provide satisfactory solutions to customer complaints?
Asset Management (X2)	
	1. Are the facilities provided by the cafe (such as tables, chairs, and parking area)

		comfortable to use?
	2.	Is the cafe always kept clean?
	3.	Does the cafe's layout and design support a pleasant atmosphere?
	4.	Are the cafe tools and equipment in good condition and functioning optimally?
	5.	Is the lighting and ventilation in the cafe adequate for customer comfort?
	6.	Are additional facilities such as Wi-Fi or toilets adequate and functioning properly?
	7.	Is the cafe location easily accessible and strategic for customers?
Customer Satisfaction (Y)		
	1.	Are you satisfied with the quality of the food and drinks served?
	2.	Does the service provided meet your expectations?
	3.	Do the facilities provided by the cafe meet your needs?
	4.	Do you feel comfortable with the atmosphere offered by the cafe?
	5.	Do you feel the price offered is in accordance with the quality of service and product?
	6.	Would you recommend this cafe to others?
	7.	Do you have any desire to revisit this cafe in the future?

RESULTS AND DISCUSSION

This study aims to analyze the effect of service quality (X1) and asset management (X2) on customer satisfaction (Y) at the Klepu Village cafe. The data collected were analyzed using multiple linear regression to determine how much influence each independent variable has on the dependent variable, namely customer satisfaction.

Descriptive Statistics and Reliability Test

Table 1. Reliability Test Results

Variables	Cronbach's Alpha	Information
Service Quality (X1)	0.753	Reliable
Asset Management (X2)	0.722	Reliable
Customer Satisfaction (Y)	0.709	Reliable

The reliability test conducted showed that all variables tested, namely service quality (X1), asset management (X2), and customer satisfaction (Y), had a Cronbach's Alpha value above 0.7, which indicates that the research instrument can be relied on with very high reliability.

a. Service quality (X1) 0.753
b. Asset Management (X2) 0.722
c. Customer Satisfaction (Y) 0.709 Cronbach's Alpha value greater than 0.7 indicates that the measurement instrument for each variable is reliable, and the research results can be trusted.

Based on the results of multiple linear regression analysis, an R-value of 0.943 was found, indicating a very strong relationship between the independent and dependent variables. The R Square value of 0.890 indicates that 89% of the variability in customer satisfaction can be explained by the two independent variables, namely service performance and asset management, while the remaining 11% is influenced by other factors not explained in this study. This shows that the regression model used is very strong in explaining variations in customer satisfaction.

Table 2. Multiple Linear Regression Test Results

Statistics	Mark	Information
R	0.943	Very strong relationship
R Square	0.890	89% of the variability in customer satisfaction is explained by X1 and X2
F Value	392,438	Significant (p-value = 0.000)

Regression Model (R Square) 0.890, F value of 392.438 with p-value 0.000 shows that this regression model is significant at the 95% confidence level.

Table 3. Results of Regression Coefficients and Significance Tests

Variables	Beta Coefficient	t value	p-value	Information
Service Quality (X1)	0.139	2,609	0.011	Significant
Asset Management (X2)	0.832	15,657	0,000	Significant

Regression Coefficient. This shows that asset management (X2) has the greatest influence on customer satisfaction, with a beta coefficient of 0.832, greater than service quality (X1), which has a beta coefficient of 0.139. This means that asset management makes a greater contribution to customer satisfaction than service performance.

T-test. Shows that both independent variables, namely service quality (X1) and asset management (X2), significantly affect customer satisfaction. The significance value for both variables is less than 0.05, indicating a significant relationship.

Discussion

1. The Influence of Service Quality on Customer Satisfaction

The results of the study indicate that service quality has a significant effect on customer satisfaction with a t-value of 2.609 and a p-value of 0.011. A p-value smaller than 0.05 indicates that this effect is statistically significant. Theoretically, this shows that the quality of service provided by cafe staff greatly affects customer satisfaction. Aspects related to service quality include speed in serving customers, staff friendliness, and staff ability to handle customer requests and complaints effectively.

According to(P. Kotler & Keller, 2016), the interaction between staff and customers is a key factor in shaping customer perceptions of service. Therefore, to increase customer satisfaction, cafes can:

a. **Provide training to staff on communication and service skills.** This training can cover effective communication techniques, how to handle customer complaints professionally, and friendly and responsive service ethics. With good training, staff will be more confident in interacting with customers, thus creating a more positive experience and increasing customer loyalty.

b. **Increase efficiency in serving customers to reduce waiting times.** Service efficiency can be improved by improving the workflow within the cafe, such as optimizing the ordering system, increasing the number of staff during peak hours, and using technology such as automated cashier systems or digital ordering. With faster service, customers will feel more comfortable and are more likely to return to enjoy the services provided.

c. **Implement a customer feedback system to continuously improve services.** Feedback systems can take the form of customer satisfaction surveys, suggestion boxes, or online reviews that allow customers to share their experiences. By collecting and analyzing customer feedback, a cafe can identify service weaknesses and make appropriate improvements to ensure service standards remain high and in line with customer expectations.

2. The Impact of Asset Management on Customer Satisfaction

Asset management, which includes aspects of cleanliness, comfort, and maintenance of cafe facilities, shows the greatest influence on customer satisfaction, with a t-value of 15.657 and a p-value of 0.000. A very low p-value (0.000) indicates that asset management has a very significant effect on customer satisfaction. Factors that influence asset management include table cleanliness, seating comfort, and the condition of cafe facilities such as air conditioning, toilets, and parking areas.

Research by(Nugrahani et al., 2022)Cleanliness and comfort of facilities play an important role in improving customer experience. Therefore, cafes can improve customer satisfaction by:

a. **Perform routine maintenance on cafe facilities.** Routine facility maintenance includes checking the condition of chairs, tables, lighting, and kitchen and toilet equipment to ensure they are in good condition and fit for use. With well-maintained facilities, customers will feel more comfortable and have a more enjoyable experience when visiting. In addition, good maintenance can also prevent major damage that could potentially disrupt the cafe's operations.

b. **Provide a comfortable seating area that suits customer needs.** Cafes can provide a variety of seating options, such as large tables for groups, private areas for customers to work or study, and open spaces for those who want to relax. Choosing an aesthetic and ergonomic interior design can also increase customer comfort and create an attractive atmosphere to revisit.

c. **Ensuring the cleanliness of the cafe environment with regular inspections and strict cleanliness policies.** Cafes should have high standards of cleanliness by regularly inspecting the dining area, kitchen, and other common areas. Providing sufficient trash bins, clearing tables after customers have finished, and implementing sanitation policies for staff can ensure a hygienic environment. With a clean and well-maintained environment, customers will feel more comfortable and have a positive perception of the cafe's service quality.

The results of this study indicate that both service quality and asset management have a significant effect on customer satisfaction, with asset management having a greater effect. Therefore, cafe managers need to pay serious attention to both of these factors to improve customer satisfaction.

Cafe managers need to pay serious attention to service quality and asset management to improve customer satisfaction. Here are some recommendations that can be implemented:

1. Improving Service Quality
   a. **Train staff in communication and customer service skills.** This training aims to improve staff skills in interacting with customers, handling complaints, and providing a friendlier and more professional experience. With good communication, customers will feel more appreciated and are more likely to return to the cafe.
   b. **Using a staff performance evaluation system based on customer feedback.** Cafe owners can implement short surveys or service rating systems to get direct feedback from customers. These evaluations help objectively assess staff performance and provide additional training if needed to improve service quality.

2. Effective Asset Management
   a. **Perform routine maintenance on cafe facilities.** Well-maintained facilities, such as chairs, tables, air conditioning, and toilets, will increase customer comfort and create a more professional and pleasant environment.
   b. **Providing comfortable and clean facilities to increase customer comfort.** Cleanliness is a top priority in maintaining customer satisfaction. Managers must ensure that dining areas, kitchens, and public facilities are always clean by implementing high hygiene standards and regular cleaning schedules.
   c. **Develop an attractive interior design and cafe atmosphere with pleasant lighting, music,   and   aromas.** A comfortable atmosphere can enhance the customer experience. The use of warm lighting, music that matches the cafe's theme, and refreshing aromas can create a more pleasant atmosphere and make customers feel at home for a long time.

3. Further Research
   a. **Identify other factors that may influence customer satisfaction, such as price, menu variety, and marketing strategy.** These factors can be additional variables that affect customer experience. Further research can help managers understand which aspects need to be improved to attract more customers.

b. **Using a broader research approach to understand customer preferences in more depth.** By conducting more detailed surveys or broader market studies, cafes can identify consumption trends, customer preferences, and the best strategies to improve customer satisfaction and business competitiveness.

CONCLUSION

Based on the results of research that has been conducted regarding the influence of service quality and asset management on customer satisfaction at the Klepu Village cafe, it can be concluded that

Service quality (X1) has a significant effect on customer satisfaction (Y), with a t-value of 2.609 and a p-value of 0.011 (<0.05). This shows that the better the quality of service provided by the cafe, the higher the level of customer satisfaction. Factors such as staff friendliness, speed of service, and the ability to handle customer complaints contribute positively to customer satisfaction.

Asset management (X2) has a greater influence on customer satisfaction compared to service quality., with a beta coefficient of 0.832 and a p-value of 0.000 (<0.05). This shows that the condition of the facilities, cleanliness, comfort, and completeness of the cafe's facilities and infrastructure have a dominant role in determining customer satisfaction.

The regression model used in this study proved to be significant., with an R-value of 0.943 and an R Square of 0.890. This shows that 89% of the variability in customer satisfaction can be explained by service quality and asset management, while the remaining 11% is influenced by other factors outside this study.

The managerial implications of this study suggest that to improve customer satisfaction, cafes need to focus more on improving asset management., such as facility maintenance, environmental cleanliness, and the provision of additional facilities that support customer comfort. In addition, improving the quality of service through staff training, customer feedback systems, and efficiency in serving customers are also important factors to consider.

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