Consumer needs and consumer satisfaction in the creation of co-working space café business concept

A Fauzia¹, Suharno¹*, A D Guritno¹
¹Department of Agro-industrial Technology, Faculty of Agricultural Technology, Universitas Gadjah Mada, Yogyakarta, Indonesia

*Corresponding author's e-mail address: suharno@ugm.ac.id

Abstract. The co-working space café business grew faster in the last decade. Students and freelancers use these cafés to do their daily activities. This type of café provides food, beverages, and comfortable place to work. This new demand encourages business owners to think further. The growth of cafés triggered by new working style demanding shared work facilities and networking access. Visitors can enjoy meal and drinks while working on their assignments independently or within their work team. Information on consumer needs as well as satisfaction are not clearly formulated yet. The purpose of this research to analyse the important attributes that customers need and attributes that can satisfy them when they use co-working space café. The data were collected using questionnaires from 100 respondents in 5 locations of co-working space cafés located in Yogyakarta. The results show that the required attributes by the consumer are the availability of electrical plugs, indoor air conditioning, varied and tasty food, Google maps access, availability of parking lots for motorcycles and cars, friendly and informative employees, and ease of booking. Attributes that can satisfy consumer are the atmosphere and interior aesthetics, availability of indoor and outdoor space, the availability of promotion programs, and flexibility of payment.

1. Introduction
The culinary business in Indonesia is currently increasing. Nowadays culinary doesn't only have a role to fulfil food and drink needs, but there are other elements that are sought by consumers when consuming food and drinks. Culinary business managers and owners are competing to present the elements sought by consumers using creativity and innovation. Creativity and innovation are given in the form of different experiences when consumers consume these foods and/or drinks, making them interesting to develop. The experience felt by consumers is a differentiator between culinary business and its competitors and can create loyalty. Culinary became the biggest contributor to the gross domestic product of Indonesia's creative economy in 2016 at 41.40 percent which reached IDR 385 trillion. Culinary became the biggest contributor to the gross domestic product of Indonesia's creative economy in 2016 at 41.40 percent which reached IDR 385 trillion development of culinary business in Indonesia can be seen in the city of Yogyakarta. The number of culinary businesses in Yogyakarta is increasing, can be seen in figure 1, and is a challenge for culinary entrepreneurs who have already run their businesses to be able to maintain their customers. One of the culinary efforts that developed in Yogyakarta is the café. One of the causes of the development of cafés in Yogyakarta is the development of a time that provides a new lifestyle for young people, namely drinking coffee. They drink coffee while gathering with friends or doing unresolved tasks.
The emergence of this new lifestyle made the growth of the café increase. Café is a business in the field of food that offers consumers drinks or snacks with service in a relaxed or informal atmosphere without following a standard rule or service (as an exclusive dining room), the price is cheaper and the menu is more varied than the coffee shop and usually provide seating inside and outside the restaurant. A café is a place to eat and drink fast food dishes and offer a casual or informal atmosphere, besides that it is also a type of restaurant that usually provides seating inside and outside the restaurant.

Technological advances that arise due to the development of the era make people prefer to work alone and need a place to work outside their workplace and not at their home or residence. Third place or co-working space café is needed to meet the need for a workplace but still, support their social life. Co-working space is a space that is used to work, producing works that work together between individuals and companies that have different business backgrounds. Co-working space puts forward the concept of sharing or sharing. Usually, there is one open room for shared use and small rooms that can be rented per individual or per community or company. Co-working space appears as an alternative to relatively expensive office space. The need for workspace arises because there are many business start-ups and increasingly interested freelance jobs. Co-working Space is present because of the demand for new ways of working, which means that the company no longer uses the same workers continuously in the company. A new way of working uses different places, different times, temporary workers, and without permanent workers to produce a value. The need for a workplace is more flexible and work activities can be done anywhere, including a café. Public spaces tend to provide a relaxed and comfortable atmosphere so that people can work more productive and creative. Culinary entrepreneurs respond to this lifestyle change by providing public space as a place to work known as co-working space.

Needs are something that must be fulfilled so that consumers can survive and get the most basic level of satisfaction. Therefore, needs analysis can provide more value for product design because through needs analysis, service providers get a picture of consumer needs for a product while through satisfaction analysis, service providers translate the response from consumers to get a picture of consumer needs for the product.

Satisfaction is the consumer's response if their expectations have been met or exceeded. Satisfaction is when consumers meet their needs and provide an assessment of a product or service feature, or the product or service itself. Satisfaction is an emotional state, their post-purchase reactions can be anger, dissatisfaction, irritation, neutrality, excitement or pleasure. Satisfaction is the feeling of being happy or disappointed someone who appears after comparing the performance (or results) of the product that is thought of the expected performance (or results).
Mapping consumer preferences is a way of understanding service attributes that are expected and chosen by customers in obtaining satisfaction. Preference mapping can be done with the Kano model. The Kano model is a model that aims to categorize the attributes of products and services based on how well the product/service able to satisfy customer needs [7]. The Kano model classifies customer satisfaction based on product attributes on how they are responded to by consumers and their impact on customer satisfaction which is useful for guiding new design decisions. Understanding the attributes of products or services that can be accepted and influencing consumers will be able to save a lot of expenditure and energy for the supply of products or services and can determine a better strategy in order to achieve maximum results [8]. To identify the level of importance of consumer preferences into the Kano category, the questionnaire was compiled using functional and dysfunctional statements.

Business Model Canvas (BMC) is one of the strategic tools used to describe a business model and describes the rationale for how organizations create, deliver, and capture value [9]. The benefits of a business model are helping companies understand market desires, consumer needs, and competitive environment, analyse the objectives of new initiatives, helping to see a business opportunity, problem or need, and making recommendations and decision making to see the logical relationship between each component business [10].

2. Methods
The object of this research is co-working space café (CSC) consumers in the Special Region of Yogyakarta. The focus of this study is to identify consumer needs of CSC, identify attributes that able to satisfy consumers, and formulate business concept that is viewed from the perspective of Business Model Canvas (BMC). The CSC used as the location of this study was five CSCs, which can be seen in Table 1. These five CSCs were chosen because they have similarities in facilities, one of which is a room for holding meetings or events.

| No | Co-working space café          | Address                                      |
|----|--------------------------------|----------------------------------------------|
| 1  | Antologi Collaborative Space  | Gang Gayamsari II Nomor 9C, Caturtunggal   |
| 2  | Ekologi Desk & Coffee         | Jalan Pandean Sari Blok IV Nomor 10A, Condongcatur |
| 3  | Kaktus Coffee Place           | Jalan Gondang Raya, Condongcatur            |
| 4  | Sinergi Co-working Space      | Jalan Cendrawasih Nomor 32b, Mrican, Demangan |
| 5  | Lantai Bumi Coffe & Space    | Sinduadi, Pogung Kidul, Mlati               |

| Customer Requirements | Dysfunctional |
|-----------------------|---------------|
|                       | 1  | 2  | 3  | 4  | 5  |
| Like                  | Q  | A  | A  | A  | O  |
| must-be               | R  | I  | I  | I  | M  |
| neutral               | R  | I  | I  | I  | M  |
| live with             | R  | I  | I  | I  | M  |
| dislike               | R  | R  | R  | R  | Q  |

Customer Requirement is:
A: Attractive
M: Must-be
R: Reverse
O: One-dimensional
Q: Questionable result
I: Indifferent
The research begins with conducting a preliminary survey to identify consumer needs. In addition to using preliminary surveys, this study also conducted observations in five research locations, according to table 1, and literature. The results were made into a Kano questionnaire containing the respondent's identity, functional questions, and dysfunctional questions regarding the attributes of the co-working space cafés. The Kano questionnaire was distributed to 100 respondents who visited the five research locations. The answers given by respondents are combined using Table 2. The combination results from the respondent's answers indicate the categories of each attribute of the co-working space café. The filling of blocks in the business model canvas is done by analysing the conditions at the research location and the results of the Kano questionnaire.

3. Results

Preliminary survey questions are made with reference to the 7P marketing mix. A process of consumer purchasing decisions will make service providers compile and improve marketing strategies. Observations were made to see the attributes possessed by the co-working space café. In addition to preliminary surveys and observations to the field, literature studies were also conducted. This aims to determine the attributes that must be possessed by the co-working space café. Literature study of journals written by [11]. The results can be seen in Table 3.

| Code | Attribute | Code | Attribute |
|------|-----------|------|-----------|
| A1   | Table to share | A14 | Varied menu prices |
| A2   | Free internet access | A15 | Location on google maps |
| A3   | Available plugs on each table | A16 | Location close to the main road |
| A4   | Atmosphere and interior aesthetics | A17 | Parking lots for cars and motorbikes |
| A5   | The room used for meetings and other meetings | A18 | Have social media as a promotional media |
| A6   | Special events, such as workshops | A19 | Purchase promotions |
| A7   | Indoor and outdoor rooms | A20 | Informative employee |
| A8   | A separate section between the working space and the café | A21 | Interactive employee |
| A9   | Flexible co-working space rental rates | A22 | Friendly employee |
| A10  | Air-conditioned indoor room | A23 | A waiting time range of 15-30 minutes |
| A11  | Varied menu | A24 | Variations on payment methods |
| A12  | Taste good menu | A25 | Ease of ordering |
| A13  | Price range of IDR 20,000 - IDR 50,000 |

Based on an analysis of the identity of the respondents, consumers who visit the co-working space café are college students with income or pocket money each month of less than IDR 2,600,000 who live in North Jogja. Motivation to visit is to do college assignment or work and visit on weekdays at night (18.00 - 23.00 WIB) after class ends.

The Kano questionnaire has functional questions and dysfunctional questions on each attribute. Descriptions of respondents' answers that have been added to each category can be seen in table 4. These categories are selected based on the highest scores of each category. Kano categories are made to determine the effect of each attribute on customer satisfaction.

3.1 Must-Be

The attributes that fall into the Must-Be category are attributes that are deemed necessary by consumers. Consumers feel dissatisfied if the level of performance of the attribute is low, but customer satisfaction does not increase far above neutral despite the high level of attribute performance.
Table 4. Respondent answers recapitulation

| Code | Respondent’s Answer | Number of Respondent | Category  |
|------|---------------------|----------------------|-----------|
|      | A                  | M | O | R | Q | I   |          |
| A1   | 12                 | 12 | 6 | 17| 1 | 52  | 100       | I          |
| A2   | 7                  | 29 | 56| 2 | 6 | 100 | O         | One Dimensional |
| A3   | 19                 | 22 | 53| 2 | 4 | 100 | O         | One Dimensional |
| A4   | 55                 | 7  | 14| 2 | 22| 100 | A         | Attractive   |
| A5   | 22                 | 12 | 16| 8 | 2 | 40  | 100       | I          |
| A6   | 30                 | 2  | 2 | 5 | 1 | 60  | 100       | I          |
| A7   | 41                 | 14 | 18| 5 | 1 | 25  | 100       | A          | Attractive   |
| A8   | 22                 | 9  | 6 | 11| 3 | 49  | 100       | I          |
| A9   | 16                 | 7  | 21| 6 | 3 | 47  | 100       | I          |
| A10  | 7                  | 31 | 54| 2 | 6 | 100 | O         | One Dimensional |
| A11  | 29                 | 12 | 39| 2 | 18| 100 | O         | One Dimensional |
| A12  | 9                  | 24 | 56| 1 | 10| 100 | O         | One Dimensional |
| A13  | 14                 | 26 | 16| 2 | 41| 100 | I         | Indifferent  |
| A14  | 12                 | 22 | 22| 1 | 42| 100 | I         | Indifferent  |
| A15  | 20                 | 29 | 33| 1 | 17| 100 | O         | One Dimensional |
| A16  | 33                 | 3  | 5 | 7 | 3 | 49  | 100       | I          |
| A17  | 9                  | 42 | 42| 1 | 6 | 100 | M/O       | Must-be / One Dimensional |
| A18  | 31                 | 15 | 14| 1 | 39| 100 | I         | Indifferent  |
| A19  | 68                 | 2  | 16| 2 | 12| 100 | A         | Attractive   |
| A20  | 12                 | 29 | 47| 1 | 11| 100 | O         | One Dimensional |
| A21  | 17                 | 20 | 44| 2 | 16| 100 | O         | One Dimensional |
| A22  | 6                  | 32 | 54| 1 | 7 | 100 | O         | One Dimensional |
| A23  | 2                  | 28 | 8 | 19| 4 | 39  | 100       | I          |
| A24  | 38                 | 10 | 21| 1 | 30| 100 | A         | Attractive   |
| A25  | 20                 | 25 | 50| 5 | 100|     |           | O         | One Dimensional |

3.2 One Dimensional
Attributes that fall into this category are attributes that have a linear relationship with the level of customer satisfaction. If attribute performance is improved, customer satisfaction will increase, and vice versa. The linear relationship between the performance of attributes and the level of customer satisfaction makes this category a priority by service providers.

3.3 Attractive
Attributes that fall into this category are attributes that can increase customer satisfaction if attribute performance is improved but customer satisfaction will not decrease if the performance level of the attribute decreases. Attributes in this category are considered important to maintain and even improve their performance level.

3.4 Indifferent
Attributes that fall into this category are attributes that do not affect the level of customer satisfaction. Increased or decreased performance of this attribute will not affect customer satisfaction. A business model canvas for co-working space café can be drawn as seen in Figure 2.
| Key Partners: | Key Activities: | Value Propositions: | Customer Relationships: | Customer Segments: |
|--------------|----------------|--------------------|------------------------|------------------|
| - Internet service provider  
- Supplier of raw materials  
- Experts | - Selling foods and drinks  
- Rent out co-working space  
- Make an event | - A relaxed work atmosphere  
- Increase productivity | - Employee  
- Promo purchase  
- Online | College students |

| Key Resources: | Channels: |
|---------------|----------|
| - Facility  
- Resource  
- Financial | - Social media  
- Events |

| Cost Structure: | Revenue Streams: |
|----------------|------------------|
| - Variable Costs  
- Fixed Costs | - Sales  
- Co-working space costs  
- Event fees |

![Business model canvas](image)

The consumer segment in the research co-working space café is consumers who need a third place to work. The value proposition of the co-working space café is to provide a more relaxed atmosphere and work environment than the workplace obtained from the spatial planning and decoration used. A relaxed atmosphere and work environment can increase productivity, provide comfort in work, and present a third place so that consumers can complete their work. The form of internet use used to convey value propositions to consumer segments is social media. Establishing relationships with consumers, requires employees who able to communicate well, with online media (social media) making communication easier so that good relationships can be established. In addition, to establish relationships with consumers, co-working space cafés can provide purchase promotions. The main resources of co-working space cafés are grouped into three groups, namely facilities, resources, and finance. In the facilities group, there is space, internet access, and a power outlet. Space that can be used to hold an event or meeting and parking space for transportation used by consumers. In the resource group, there are humans and raw materials for the menu offered. Human resources needed from employees to experts. The main activity of a co-working space café is to sell menus, both food and beverages, rent co-working space, and make events, such as workshops. Profit flow is an activity that originates from the main activity, namely selling menus, both food and drinks, leasing co-working space, and making events, such as workshops. The key partners of the co-working space café are internet providers, suppliers of food and beverage raw materials for the menu offered, and experts. The cost structure of a co-working space café consists of fixed costs and variable costs. Costs included in fixed costs are marketing costs, building maintenance costs, costs for legality, and employee salaries. While the costs included in variable costs are operating costs.

4. Discussion
The results show that the majority visitors are women aged between 17-25 years. The work of the visitors are students who live in northern Jogja approaching their campus. Most of their allowances are less than Rp. 2,600,000 per month. They come to the coworking space where they ride motorbikes, cars, online transportation, bicycles, or on foot. The main motivation of the visitors is to do the work, then socialize with colleagues. Visiting hours to coworking space are usually at night after lecture activities end. Understanding of consumer needs and customer satisfaction is needed so that coworking space offers get attention by potential customers so that visitors are crowded. This study of consumer needs and satisfaction uses the Kano method which can categorize all the attributes of needs and satisfaction that are of concern to consumers. The attribute must-be category is a basic requirement that must be
available. While the one-dimensional category is an attribute that directly affects consumer satisfaction.
There are 11 one-dimensional attributes including free internet access, availability of electrical outlets, air-conditioned rooms, etc. After knowing all the important attributes that greatly affect the needs and satisfaction of consumers, then the manager of coworking space can develop a more proportional business concept.

5. Conclusion
It can be concluded that consumers of co-working space café require the availability of electrical plugs at each table, indoor air conditioning, varied and tasty food menu, Google Maps location access, availability of parking lots for motorcycles and cars, friendly and informative employees, ease of booking. Other attributes that can satisfy consumers are the atmosphere and interior aesthetics, availability of indoor and outdoor space, the availability of promotion programs, and flexibility of payment.

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