Comparative analysis of coffee preference in Jatinangor

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Abstract. The growth of coffee shops in Jatinangor continues to increase along with the higher public interest to consume coffee. The competition between coffee shops has become tighter. The coffee shops use various marketing mix strategies to increase customer satisfaction. This study aims to analyzing and comparing the consumers behavior and the level of customer satisfaction to the marketing mix strategy of two coffee shop. The study is designed quantitatively by comparing two coffee shops i.e. long-running and newer coffee shops. The location of the study is determined purposively, namely Belike Coffee and Balad Coffee Works with samples size of 50 people at Belike Coffee and 60 people at Balad Coffee Works. Data were analyzed using crosstabulation analysis and scoring techniques. The results showed that the segmentation of Belike Coffee consumer is mostly college students who visited to enjoy the delicious taste of coffee while watching live shows together, meeting or doing assignments. While the consumers behavior of Balad Coffee Works is mostly college students who want to enjoy the delicious taste of coffee and a comfortable coffee drinking atmosphere. The level of customer satisfaction of Belike Coffee is better than Balad Coffee Works in aspect of affordability of prices, while Balad Coffee Works is better at Belike Coffee in the aspect of products and services. Meanwhile, from the aspects of location strategic, promotion, process, and physical evidence, both have the same level of customer satisfaction in the range of good to very good.

1. Introduction

Serving coffee today is more than just brewing coffee grounds with hot water and then adding sugar or milk but coffee can also be served in various ways. Along with the development of various coffee making techniques, coffee sales also increased. Coffee has become a part of life, especially for those who live in big cities. Coffee has become popular among young people and also in business circles, so the price is expensive. This is what drives the success of coffee shop businesses ranging from simple coffee shops selling at low prices to elite cafes where the price of one glass is enough to buy several cups of coffee in a simple coffee shop. Coffee has become a classy drink. Many cafes specialize in the coffee beverage business, because their customers are never reduced [1].

Coffee shops are categorized into informal restaurants and usually operate 24 hours. Currently coffee shops are not only a place to enjoy coffee, but are also used as a place for other activities such as doing class assignments, meetings or discussions because coffee has been proven to increase concentration. In addition to getting a stimulus from caffeine, interactions with other coffee shop visitors are better because coffee drinkers are stimulated by coffee, making it calm and able to communicate better and relaxed [2].

Currently, there are various forms of coffee shops, ranging from luxurious coffee shops to simple coffee shops. With a variety of content offered such as various menus, modern design of the place, free wifi access, live music and other interesting services. The atmosphere in each coffee shop which
has different characteristics is one of the main attractions for consumers. Judging from the way it is served, there are two types of coffee shops available, including the espresso-based type coffee shop which usually uses coffee making machines and also the manual brewing themed coffee shop which is commonly known as manual brewing, there is also a coffee shop that uses manual brewing and coffee shop that have both themes.

Espresso-based coffee shops do not always sell coffee drinks with bitter, hot and black characteristics. For consumers who like milk, a cafe latte, cappuccino, and its derivatives is provided. For consumers who like cold drinks, frappe, ice latte and others are made. For consumers who like sweet drinks, coffee preparations are created with syrups of various flavors such as caramel latte, vanilla latte, hazelnut frappe and so on. This makes coffee attractive, it becomes a classy beverage product that satisfies its consumers.

Coffee shops with the theme of manual brewing generally sell coffee products serving only black coffee. However, this is no less interesting because the different roasting of coffee and the presentation with different manual tools gives it its own characteristics, coupled with the various types of coffee beans or commonly called single origin such as Gayo Coffee, Mandheling Coffee, Javanese Coffee, Toraja Coffee, Bali Kintamani Coffee, Flores Coffee, Prianger Coffee, Papua Coffee and various other types make this concept attractive to consumers. The advantages of each type of coffee shop are the main attraction of the coffee shop itself in attracting consumers.

Among young people in Indonesia, drinking coffee has also become a trend. The tradition of drinking coffee has unconsciously become a lifestyle, namely as a complement to life activities such as meetings, dating, doing assignments, reunions, business meetings, social gathering, and others. This makes the number of coffee consumers continue to increase sharply. Capturing this opportunity, food service businesses develop a coffee shop business. The presence of this coffee shop is considered to be the most suitable with the current trend and lifestyle of urbanites so that the coffee shop business is a promising business.

The number of coffee consumers in Indonesia continues to increase rapidly from year to year. The amount of coffee consumption in Indonesia is projected to increase along with the increasing income of the middle class and changes in lifestyle. The level of coffee consumption in Indonesia can be seen in Figure 1.

Figure 1. The Level Of Coffee Consumption in Indonesia.
Source: BPS (2020, processed)
Explanation : **Projection

The same thing happened in Jatinangor, where the number of coffee shops continued to increase, both on a small scale (depot) and a large scale (cafe). Lots of coffee shops can be found, from the side
of the road to luxury establishments. In fact, it is often found in one nearby location, there are two or more cafes with the same business scale, with more or less the same menu list. The picture shows the trend of coffee shop growth in Jatinangor which continues to increase from year to year.

![Figure 2. Coffee Shop Growth Trend in Jatinangor.](image)

Source: [3]

On the other hand, the growth of coffee shops in Jatinangor continues to increase in line with the high public interest in consuming coffee, the competition between coffee shops is getting tighter. Coffee shop businessmen carry out various marketing strategies to increase customer satisfaction. The impression that consumers get after making a purchase determines whether the consumer is satisfied or not, which in turn will affect consumer loyalty to re-purchase at the coffee shop [4].

Belike Coffee is a coffee shop that has survived since 2014 to date amidst the intense competition and the increasingly dynamic coffee shop business environment in Jatinangor. Meanwhile, Balad Coffee Works is a newcomer to the coffee shop competition in Jatinangor. This condition requires both Belike Coffee and Balad Coffee Works to formulate a marketing strategy in order to maintain business sustainability and satisfy their respective consumers.

One of the form of marketing strategy that is able to support marketing products to create customer satisfaction is the use of a marketing mix. Marketing mix is a tool or tool for marketers which consists of various elements of a marketing program that need to be considered in order to implement a successful marketing and positioning strategy [5]. According to [6], the product of marketing mix includes the 4Ps: product, price, place and promotion. As for services, these four things are still deemed inadequate [7], added three more elements, including: people, process, and physical evidence.

As a mix, those elements influence each other so that if each one is not properly organized it will affect the overall marketing strategy and always develop along with organizational movements, changes in the marketing environment, and changes in consumer behavior [8]. Based on these descriptions, this paper aims to analyze and compare consumer behavior and the level of customer satisfaction with the marketing mix strategy of Balad Coffee Works and Belike Coffee.

### 2. Material and Methods

#### 2.1. Research objects and sites

The objects studied in this study are consumer behavior and the level of customer satisfaction with the marketing mix strategy carried out by 2 coffee shops. The research location was determined purposively, namely Belike Coffee and Balad Coffee Works with a research sample of 50 people at Belike Coffee and 60 people at Balad Coffee Works. Another consideration in choosing the 2 coffee shops is that they both have similarities, namely they are relatively small coffee shops, have the same...
target market, namely students and local residents with all market segments, the theme of both coffee shops is the same, namely espresso based and manual brew based, both Same as selling coffee products for Rp. 7,000-Rp. 30,000 per cup, the coffee menu offered is not much different and both are in the same area, namely the Cikeruh area, Jatinangor.

2.2. Design and research techniques
The research was designed quantitatively by comparing two long-running and newer coffee shops. While the research technique used is a survey method. According to [9] a survey is a systematic collection of information from respondents in order to understand the behavioral aspects of the population under study. Researchers analyzed data obtained from respondents based on a questionnaire that had been compiled.

2.3. Concept and research variable
The research in this paper includes 2 concepts, they are consumer behavior and marketing mix. Consumer behavior consists of several variables, that are: 1) Income is the amount of money received for work performed and received by respondents per month (measured in rupiah). For respondents who work as students, in this case the income is a number of reasons for visiting, which is the things that underlie consumers coming to the coffee shop; 2) Costs incurred, namely the amount of costs usually incurred by coffee shop consumers per visit; 3) Frequency of arrival, that is the average number of consumer arrivals to the coffee shop per week; 4) Visiting day, which is the day provided by the respondent to visit the coffee shop, whether on holiday or working day; 5) Benefits after visiting, that is what feelings or benefits you get after purchasing at the coffee shop; 6) Satisfaction after visiting, specifically post-consumption evaluation of whether to be satisfied or not; and 7) Reasons for visiting, that is reasons for visiting coffee shops.

Furthermore, in the marketing mix concept, a consumer assessment of the marketing mix is carried out which consists of 7P: 1) Product is anything that can be offered to the market to satisfy a consumer's desire or need. This variable consists of questions about how good the variety of types of coffee beans is, the taste of koi, and the variety of coffee menus at the coffee shop; 2) Price is an amount of money that has an exchange rate to gain profit from owning or using a product or service. This variable consists of questions about how good is the affordability of prices, and coffee shop price comparisons; 3) Place is an intermediary for producers to deliver, or distribute their products to consumers. This variable consists of questions about how good is the strategic location, level of security, and convenience of the coffee shop location; 4) Promotion is all activities carried out by the company to communicate and promote its products to the target market. This variable consists of questions about how good is the attractiveness of the brand, the owner's efforts in introducing the product, and the attractiveness of coffee shop information; 5) People are all actors who play a role in service delivery so that they can influence buyers' perceptions. This variable consists of questions about how good is the barista's friendly attitude, and the neatness of the barista at the coffee shop; 6) Process is a form of activity carried out to market products or services to prospective customers. This variable consists of questions about how good is the order speed, attractiveness of serving, and speed of payment at the coffee shop; and 7) Physical evidence is a tangible form that is offered to customers. This variable consists of questions about how well the facilities are clean and tidy, the completeness of the tools, and the design of the coffee shop room.

2.4. Data sources and how to determine
Sources of data used in the study consisted of primary and secondary data sources. In this study, secondary data were obtained from books, literature studies, and national and international journals, previous research, the internet, and other information media relevant to the research. Meanwhile, the primary data in this study comes from the responses of coffee consumers who visit coffee shops. The population of this study were visitors to Belike Coffee and Balad Coffee Works in a week from March
to April. Based on observations, the average number of visitors to Belike Coffee in a week is 100 people and Balad Coffee Works is 150 people.

The sample selection method that is used in this study is probability sampling with a systematic sampling technique. This design is implemented by systematically taking population units from top to bottom. However, the initial numbers were taken randomly. Furthermore, the selection of respondents was carried out based on multiple numbers [10]. The number of samples is determined based on the Slovin formula:

$$n = \frac{N}{1 + N(d^2)}$$  \hspace{1cm} (1)

Where:
- \(n\) = Sample size
- \(N\) = Population Size
- \(d^2\) = Set precision

It is known that the population of visitors to Belike Coffee for a week is \(N_A = 100\) people and the visitor population of Balad Coffee Works for a week is \(N_B = 150\) people, the level of precision is set at 10%. Based on this formula, the number of samples (\(n\)) is obtained as follows:

$$n_A = \frac{100}{1 + 100(0.1)^2} = 50$$  \hspace{1cm} (2)

$$n_B = \frac{150}{1 + 150(0.1)^2} = 60$$  \hspace{1cm} (3)

Where:
- \(n_A\) = Consumer sample size Belike Coffee
- \(n_B\) = Consumer sample size Balad Coffee Works

Data search was carried out within 2 weeks, the first week at Belike Coffee and the second week at Balad Coffee Works. The selection of respondents was mostly done on Saturdays and Sundays considering that at that time the number of visits was more than any other day. The selection of respondents follows a multiple of 4 on Monday to Friday and a multiple of 2 on Saturdays and Sundays. So that the selection of respondents on Monday and Friday is the 1st, 5th, 9th, 13th..., 27th visitor number of people per day. The selection of respondents on Saturdays and Sundays is the 1st, 3rd, 5th, 7th, 9th, 11th..., 21st visitors to a total of 10 people per day for Belike Coffee and 15 people per day for Balad Coffee Works.

2.5. Data analysis design

Descriptive statistical analysis in the form of crosstabulation is used to describe and compare the behavior of consumers who visit Belike Coffee and Balad Coffee Works by cross tabulating between 2 certain variables. Respondent profile data will be described and calculated with the help of the SPSS program so that it can be understood easily. Meanwhile, to analyze and compare consumer responses to the 7P marketing mix that has been carried out by the coffee shop, it is done by performing a scoring technique on the marketing mix variables in accordance with the established system. Scoring is done using a Likert scale, namely 4, 3, 2, 1 with the following descriptions:

a) VG = Very Good, given a score of 4,
b) G = Good, given a score of 3,
c) B = Bad, given a score of 2,
d) VB = Very Bad, given a score of 1.

Respondents who stated very good were given a score of four, good were given a score of three, were not good were given a score of two, and very bad were given a score of one. Based on this value, the total value will be found by adding up the respondent's value. The total value will be categorized into intervals with the lowest value being the smallest value multiplied by the number of respondents. In Belike Coffee there are 50 respondents, then (1x50 = 50) and the highest value is the largest value multiplied by the number of respondents (4x50 = 200), and the range of the rating scale is by dividing the range of the highest value minus the range of the lowest value. Then the range for each class studied at Belike Coffee is:

\[
Range = \frac{(\text{Max. value} - \text{Min. value})}{\text{Number of class}} = \frac{200 - 50}{4} = 37.5 \approx 37
\]  

So that the division of classes based on measuring consumer responses to the marketing mix carried out by Belike Coffee are:

- a) 50 – 87 = Very Bad (VB)
- b) 88 – 125 = Bad (B)
- c) 126 – 163 = Good (G)
- d) 164 – 201 = Very Good (VG)

In Balad Coffee Works there are 60 respondents, then (1x60 = 60) and the highest value is the largest value multiplied by the number of respondents (4x60 = 240), and the range of the rating scale is by dividing the range of the highest value minus the range of the lowest value range. Then the range for each class studied at Balad Coffee Works is:

\[
Range = \frac{(\text{Max. value} - \text{Min. value})}{\text{Number of class}} = \frac{240 - 60}{4} = 45
\]

So that the division of classes based on the measurement of consumer responses to the marketing mix carried out by Balad Coffee Works are:

- a) 60 – 105 = Very Bad (VB)
- b) 106 – 151 = Bad (B)
- c) 152 – 197 = Good (G)
- d) 198 – 243 = Very Good (VG)

3. Results and discussion

3.1. Consumer behavior at Belike Coffee and in Balad Coffee works

In accordance with Table 1, consumers usually buy coffee that is sold at a price of IDR 20,000 with additional complementary foods ranging from IDR 15,000, so that consumers usually pay a visit ranging from IDR 20,000 to IDR 100,000 and consumers who many make purchases at these costs are consumers earning 1 million to 3 million. This is because the majority of consumers both at Belike Coffee and Balad Coffee Works are students and show that a person's income level will affect their purchasing power, so that it will affect the goods and services they buy. The higher the income level, the higher a person's buying ability.
Table 1. Cross-tabulation of income levels with costs that consumers usually incur at coffee shops.

| Monthly income (IDR) | Costs Issued (in Thousands of Rupiah) | Total (%) |
|----------------------|----------------------------------------|-----------|
|                      | < 20 (%) | (20 – 100) (%) | > 100 (%) | | |
| Belike Coffee        |         |               |           |           |           |           |
| < 1 million          | 4        | 8              | 2         | 4         | 0         | 0         | 6         | 12        |
| 1 million – 3 million| 6        | 12             | 24        | 48        | 1         | 2         | 31        | 62        |
| > 3 million          | 1        | 2              | 12        | 24        | 0         | 0         | 13        | 26        |
| Total                | 11       | 22             | 38        | 76        | 1         | 2         | 50        | 100       |
| Balad Coffee Works   |         |               |           |           |           |           |
| < 1 million          | 4        | 8              | 2         | 4         | 0         | 0         | 6         | 12        |
| 1 million – 3 million| 6        | 12             | 24        | 48        | 1         | 2         | 31        | 62        |
| > 3 million          | 1        | 2              | 12        | 24        | 0         | 0         | 13        | 26        |
| Total                | 11       | 22             | 38        | 76        | 1         | 2         | 50        | 100       |

The majority of Belike Coffee consumers with an average arrival of less than 3 times a week on holidays are the same as an average arrival of less than 3 times a week on weekdays. This is because the time that Belike Coffee consumers have is flexible, that is, they can come on holidays or weekdays. Meanwhile, the majority of Balad Coffee consumers prefer weekdays. This is because more respondents feel they have more time on holidays than on weekdays. Most of the respondents came on Monday, Wednesday, or Thursday.

Table 2. Tabulation of cross-day visits with average arrivals per week.

| Visit Day       | Frequency of Arrival | Total (%) |
|-----------------|----------------------|-----------|
|                 | < 3 times per week (%) | > 3 times per week (%) | |
| Belike Coffee   |                       |           |           |           |
| Day off         | 19                   | 38        | 5         | 19        | 24        | 48        |
| Working days    | 19                   | 38        | 7         | 14        | 26        | 52        |
| Total           | 38                   | 76        | 12        | 24        | 50        | 100       |
| Balad Coffee Works |                   |           |           |           |
| Day off         | 11                   | 18        | 4         | 7         | 15        | 25        |
| Working days    | 32                   | 53        | 13        | 22        | 45        | 75        |
| Total           | 43                   | 71        | 17        | 29        | 60        | 100       |

Many consumers of Belike Coffee are satisfied because of its delicious and delicious taste. This is because the types of coffee that are sold are varied and with various presentation methods also produce delicious and delicious coffee for consumers. The majority of Balad Coffee consumers are satisfied with the atmosphere offered. This is because the atmosphere of Balad Coffee Works makes consumers feel comfortable. For them, besides the delicious taste, the friendly atmosphere offered by Balad Coffee Works makes them want to visit Balad Coffee Works.
Table 3. Cross tabulation of the benefits obtained while visiting with satisfaction after visiting.

| Benefits Obtained After Visiting | Satisfied | Not satisfied | Just ordinary | Total |
|----------------------------------|-----------|---------------|---------------|-------|
| Belike Coffee                    |           |               |               |       |
| Good taste / delicious           | 17        | 34            | 1             | 2     | 4                | 20 | 40 |
| Enjoy the atmosphere offered     | 13        | 26            | 0             | 0     | 6                | 12 | 19 |
| As a symbol of social status     | 1         | 2             | 0             | 0     | 1                | 2  | 2  |
| Lifestyle / trend                | 0         | 1             | 2             | 0     | 0                | 1  | 2  |
| Others                           | 6         | 12            | 0             | 0     | 2                | 4  | 8  |
| Total                            | 37        | 74            | 2             | 4     | 11               | 22 | 50 |
| Balad Coffee Works               |           |               |               |       |
| Good taste / delicious           | 25        | 42            | 1             | 2     | 26               | 43 | 25 |
| Enjoy the atmosphere offered     | 28        | 47            | 2             | 3     | 30               | 50 | 28 |
| As a symbol of social status     | 0         | 0             | 1             | 2     | 1                | 2  | 0  |
| Lifestyle / trend                | 3         | 5             | 0             | 0     | 3                | 5  | 3  |
| Others                           | 56        | 93            | 4             | 7     | 60               | 100| 56|
| Total                            | 25        | 42            | 1             | 2     | 26               | 43 | 25 |

Belike Coffee consumers who visit for other reasons (watching football matches, meetings, business meetings, etc.) are the majority of consumers who have a visit frequency of less than 3 times a week. This is because these activities only occur at certain times, so that visits to the coffee shop are not always done every day. Balad Coffee Works customers who visit for reasons of a comfortable atmosphere are the majority of consumers who have a visit frequency of less than 3 times per week. This is because coffee is indeed a distraction drink. Therefore, although consumers feel a comfortable atmosphere, the visits made by consumers are limited.

Table 4. Cross-tabulation of reasons for visiting with frequency of arrival.

| Reasons for Visiting          | Frequency of Arrival |
|------------------------------|----------------------|
|                              | < 3 times per week   | > 3 times per week | Total |
| Belike Coffee                |                      |                    |       |
| 1) Eliminates hunger / thirst| 1        | 2         | 0     | 0     | 1 | 2  |
| 2) Just want to try          | 10       | 20        | 2     | 4     | 12| 24 |
| 3) An affordable price       | 1        | 2         | 0     | 0     | 1 | 2  |
| 4) Amenities                 | 1        | 2         | 1     | 2     | 2 | 4  |
| 5) Comfortable Susana        | 8        | 16        | 6     | 12    | 14| 28 |
| 6) Typical taste             | 2        | 4         | 1     | 2     | 3 | 6  |
| 7) Others                    | 15       | 30        | 2     | 4     | 17| 34 |
| Total                        | 38       | 76        | 12    | 24    | 50| 100|

Balad Coffee Works

1) Eliminates hunger / thirst

| Reasons for Visiting          | Frequency of Arrival |
|------------------------------|----------------------|
|                              | < 3 times per week   | > 3 times per week | Total |
| Belike Coffee                |                      |                    |       |
| 1) Eliminates hunger / thirst| 1        | 2         | 0     | 0     | 1 | 2  |
Reasons for Visiting | Frequency of Arrival | Total | |
|----------------------|---------------------|-------|
|                      | < 3 times per week (\%) | > 3 times per week | % | % |
| 2) Just want to try   | 2 \(3\) 0 \(0\) | 0 \(0\) | 2 \(2\) 3 \(3\) |
| 3) Facilities        | 0 \(0\) 0 \(0\) | 1 \(1\) 2 \(2\) | 1 \(1\) 2 \(2\) |
| 4) Good atmosphere   | 19 \(32\) 10 \(16\) | 2 \(3\) 3 \(20\) | 29 \(48\) |
| 5) Distinctive taste | 10 \(17\) 2 \(3\) | 3 \(12\) | 20 |
| 6) Coffee shop waiter / barista | 5 \(8\) 0 \(0\) | 0 \(0\) | 5 \(8\) |
| 7) Location          | 1 \(2\) 0 \(0\) | 0 \(0\) | 1 \(1\) 2 \(2\) |
| 8) Others            | 5 \(8\) 4 \(7\) | 7 \(9\) 15 | |
| **Total**            | 43 \(72\) 17 \(2\) | 2 \(60\) 100 | |

3.2. Consumer response to the Marketing Mix of Belike Coffee and Balad Coffee Works

3.2.1. Product aspects. Based on Table 5, at the Belike Coffee coffee shop, the product aspect is in a good category, this cafe has various types of coffee beans, maintains the quality and taste of coffee, and provides a variety of coffee menus. Belike Coffee provides a variety of drinks and food in general, namely coffee drinks, hot coffee, ice coffee, and roasted coffee. Apart from these coffee dishes, Belike Coffee also offers a variety of smoothies juice drinks for those who don't like coffee, such as strawberries, melonade, watermelon, avocado, and guava, with quite a lot of portions. Besides that, there is also a bandrek drink menu as well as various sidedish menus such as toast, buns, nuggets, sausages, fried rice, and banana katsu. For this type of beans, you use more beans from West Java. According to consumers, the menus that are served by this coffee shop are very interesting and complete, besides that the portions are also large, no wonder consumers give good ratings on product marketing strategies.

Table 5. Product aspect score based on consumer responses.

| Indicators                  | Belike Coffee | Balad Coffee Works |
|-----------------------------|---------------|---------------------|
|                             | VG | G | B | VB | Score | Category | VG | G | B | VB | Score | Category |
| 1) Variety of beans         | 0  | 0 | 39| 11 | 161 | Good     | 0  | 0 | 39| 21 | 201 | Very Good |
| 2) Coffee Taste             | 0  | 1 | 36| 13 | 160 | Good     | 0  | 0 | 37| 23 | 203 | Very Good |
| 3) Coffee menu variations   | 0  | 1 | 38| 11 | 158 | Good     | 0  | 2 | 40| 18 | 196 | Good     |
| Average Score               | 0  | 1 | 38| 11 | 160 | Good     | 2  | 2 | 40| 18 | 200 | Very Good |

At Balad Coffee works coffee shop, the product aspect is in very good category. According to consumers, the various types of beans from Balad Coffee Works make them interested in tasting every type of bean available. Consumers are curious about this, because besides according to him, they have only received new information and experiences regarding the many types of coffee beans that exist in Indonesia and even from abroad. The product aspect at Balad Coffee Works is in the very good category because it has good product quality, deliciousness and lots of portions, cleanliness in the manufacture of the product also affects the quality of the product. The flavors served by Balad Coffee Works are loved by consumers. Consumers feel that the taste of coffee makes them satisfied with the purchases they make. According to them, the taste served besides being delicious, they mentioned that each type of coffee bean served there has its own unique taste.
3.2.2. Price aspect. Based on Table 6, the price aspect of the Belike Coffee coffee shop is in the very good category. This is because the prices offered are affordable, starting from IDR 10,000 to IDR 30,000 for a cup of coffee. Even though it offers affordable prices, Belike Coffee has a product quality that is not inferior to other coffee shops that offer the same coffee products. Belike Coffee offers discounted prices for consumers who have vouchers.

| Indicators                          | Belike Coffee | Balad Coffee Works |
|------------------------------------|--------------|--------------------|
| 1) Product price affordability     | VG G B VB    | VG G B VB          |
| Score                              | 158          | 194                |
| Category                           | Good         | Good               |
| 2) Comparison of product prices    | VG G B VB    | VG G B VB          |
| Score                              | 195          | 186                |
| Category                           | Very Good    | Good               |
| Average Score                      | 177          | 190                |
| Category                           | Very Good    | Good               |

At the Balad Coffee Works coffee shop, the price aspect is in the good category. According to consumers, the price offered is in accordance with the quality and taste provided. Although most of the respondents are students, according to them the price is still affordable. Balad Coffee Works offers one free cup of coffee after the ninth purchase. In addition, this coffee shop offers a 20% discount in commemoration of its birthday. Products are also offered with several price options, for example a special package priced at IDR 25,000 for two times brewing your own coffee, a package of cheese egg bread and Wasgitel coffee which can be saved with a discount of IDR 9,000, a Valentine package which is getting two glasses of drinks for only IDR 25,000, -. This is consistent with what Philip and Armstrong (2006) stated that combining several products and offering product packages at lower prices is a good pricing factor.
3.2.3. Place aspect. Based on Table 7, in the coffee shop Belike Coffee and Balad Coffee Works the place aspect is in a good category. This is because both of them are in a strategic location around the big campus in Jatinangor. The success in establishing a cafe is seen from several aspects, one of which is location, because with a strategic location, consumers will easily visit it, Rambat and Hamdani (2006). The convenience of consumers can be seen when consumers use their time to linger in the cafe, the level of security is good according to consumers, because so far there has never been any loss or fuss around the location.

Table 7. Place aspect score based on consumer responses.

| Indicators                  | Belike Coffee | Balad Coffee Works |
|-----------------------------|---------------|--------------------|
| 1) Strategic location       | VG  G  B  VB  | Score  Category    |
| 0  3  28  19                | 166           | Very Good          |
| 2) Location Security        | 0  9  30  11  | 152                | Good               |
| 3) Convenience              | 0  3  33  14  | 161                | Good               |
| Average Score               | 160           | Good               |
| 2) Location Security        | 0  9  30  11  | 152                | Good               |
| 3) Convenience              | 0  3  33  14  | 161                | Good               |
| Average Score               | 160           | Good               |

3.2.4. Promotion aspect. Based on Table 8, the promotion aspect of Belike Coffee and Balad Coffee Works coffee shops is in a good category. Belike Coffee has carried out promotion activities that can influence consumers to buy by being involved and participating in sponsoring several student and student events. In addition, this coffee shop has social media, namely Instagram (@belike_coffee), Facebook and also BBM Group. Promotional activities carried out by Balad Coffee Works also through social media Instagram (@baladcoffee), Facebook and soft opening by offering a promo price of IDR 10,000 for purchasing coffee menus within a week in August to attract consumers.

Table 8. Promotion aspect score based on consumer responses.

| Indicators                  | Belike Coffee | Balad Coffee Works |
|-----------------------------|---------------|--------------------|
| 1) Brand appeal             | VG  G  B  VB  | Score  Category    |
| 0  9  33  8                | 149           | Good               |
| 2) Product Introduction     | 0  10  32  8  | 148                | Good               |
| 3) Retrieval of information | 0  8  35  7  | 149                | Good               |
| Average Score               | 149           | Good               |

Average Score 179 Good
3.2.5. People aspect. Based on Table 9, at the Belike Coffee and Balad Coffee Works coffee shops, the people aspect is in a good category. Belike Coffee has reliable baristas who are able to work in accordance with their fields so that they can provide comfort to consumers. In addition, the barista at this coffee shop has a friendly attitude and allows consumers to enter the bar either to know the coffee making process or to brew their own coffee. Friendly employees are indispensable in serving consumers, because employees can directly influence consumer decisions to return (Rambat, 2001). In the personnel indicator for employee recruitment at Belike Coffee, there are no special skill requirements because when he joins the Belike Coffee team, he will immediately be given training according to their respective positions. However, requirements such as honesty, work ethic, loyalty and wanting to continue learning are the initial conditions for joining Team Belike Coffee.

Table 9. People aspect score based on consumer responses.

| Indicators               | Belike Coffee | Balad Coffee Works |
|--------------------------|---------------|--------------------|
|                          | VG | G | B | VB | Score | Category | VG | G | B | VB | Score | Category |
| 1) Barista attitude / friendliness | 0 | 0 | 38 | 12 | 162 | Good | 0 | 0 | 17 | 43 | 223 | Very Good |
| 2) The appearance of the barista | 0 | 0 | 4 | 34 | 148 | Good | 0 | 6 | 28 | 26 | 228 | Very Good |
| Average Score            |    |   |   |    |      | Good |    |   |    |    | 225 | Very Good |

Meanwhile, in the Balad Coffee Works coffee shop, the people aspect is in the very good category. This is because the baristas at Balad Coffee Works do not have a reliable ability to brew coffee, but can also be a place for sharing about coffee. This coffee shop accepts baristas, both women and men, who are currently in college or not, the criteria are sufficient to be willing to learn to brew coffee and have free time. In addition, before they are actually recruited to become permanent baristas, applicants must first have an internship, then standardize them and then educate consumers. This is intended to create a reliable and trained barista at Balad Coffee Works itself. The results of this study are in accordance with the theory of people according to Philip Kotler (2009), namely the process of selecting, training, and motivating employees which can later be used to differentiate companies in meeting customer satisfaction. It is all actors who play a role in the service delivery so that it can influence buyers' perceptions.

Consumers consider the people aspect to be very good at Balad Coffee Works because in addition to selling delicious coffee, Balad Coffee Works offers the concept of sharing with customers so that there is no gap between the customer and the brewer or barista. Therefore, the baristas at Balad Coffee Works are known to be very friendly to visitors. In this coffee shop, a bar seat is provided in the hope that visitors can chat with the barista. Even visitors are allowed to brew their own coffee and share experiences about coffee.

3.2.6. Process aspect. Based on Table 10, both the people aspect of Belike Coffee and Balad Coffee Works are in the very good category. One of the supporting aspects of the process in these two coffee shops is the equipment used to make products. The equipment used in the bar and kitchen includes a blender, grinder, roaster, coffee maker, gas stove, and refrigerator. Apart from these equipment, the variety of coffee brewing tools that are owned by the two coffee shops itself is also a characteristic. Espresso machines and manual brewing tools create a unique taste for each coffee served. Consumers can choose for themselves what tools the barista will use to make the coffee he orders. From the information above, it can be concluded that with sufficient equipment, the employee's process in preparing the product will run smoothly which will then influence consumer behavior in giving opinions about services related to the marketing mix.
Table 10. Process aspect score based on consumer responses.

| Indicators                      | Belike Coffee | Balad Coffee Works |
|---------------------------------|---------------|--------------------|
|                                 | VG G B VB     | Score  Category    | VG G B VB    | Score  Category |
| 1) Service process speed        | 0 0 37 13     | 163   Good         | 0 2 44 14    | 192   Good      |
| 2) The attractiveness of the presentation | 0 1 34 15   | 164 Very Good     | 0 2 37 21    | 199 Very Good  |
| 3) Payment processing speed     | 0 2 31 17     | 165 Very Good     | 0 2 34 24    | 202 Very Good  |
| Average Score                   | 164 Very Good | 198 Very Good     |

3.2.7. Physical Evidence Aspect. Based on Table 11, at the Belike Coffee and Balad Coffee Works coffee shops, the physical evidence aspect is in a good category. This can be seen from the results of the questionnaire that the facilities provided are quite complete for consumers, and that cleanliness and tidiness are always maintained. Consumers consider that the two cafes' equipment is quite complete, it is strengthened by the researcher's observation that the equipment is sufficient to provide fast services. In the room design, consumers say that the room design is unique and suitable to be the ideal coffee shop in Jatinangor.

Table 11. Process aspect score based on consumer responses.

| Indicators                      | Belike Coffee | Balad Coffee Works |
|---------------------------------|---------------|--------------------|
|                                 | VG G B VB     | Score  Category    | VG G B VB    | Score  Category |
| 1) Facilities provided          | 0 4 36 10     | 156   Good         | 0 3 40 17    | 194   Good      |
| 2) Cleanliness and tidiness     | 0 0 38 12     | 162   Good         | 0 2 38 20    | 198 Very Good  |
| 3) Completeness of equipment    | 0 0 38 12     | 162   Good         | 0 2 39 19    | 197 Good       |
| 4) Room design                  | 0 3 38 9      | 156   Good         | 0 6 35 19    | 193 Good       |
| Average Score                   | 159 Good      | 195 Good           |

4. Conclusions
Consumers in Belike Coffee and Balad Coffee Works are generally students who want to enjoy good coffee with a comfortable atmosphere. For Balad Coffee Works visitors, besides drinking coffee, many of them also come to watch together or have other meeting purposes. In general, the level of consumer satisfaction of the two coffee shops is in a good category. However, there are several different things, including Balad Coffee Works, the product price is more affordable than Belike Coffee. Meanwhile, Belike Coffee products and services have more advantages than Balad Coffee Works. For the aspects of equipment, location, and promotion completeness, both cafes have good criteria according to consumers.

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