Level of Satisfaction, Service Quality, and Comfortable (Healthy) Atmosphere in Bajawa Flores, Tangerang: Grounded Theory Approach

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Abstract

The cafe and coffee shop industry in Indonesia is experiencing rapid growth, especially among young people looking for a place to socialize. One shop that stands out is Bajawa Flores in Karawaci, Tangerang, which offers more than just coffee, but also a fun social experience with the slogan "fun parties with coffee". This research aims to analyze the level of service satisfaction and comfortable (healthy) atmosphere which influence customer loyalty in Bajawa Flores. Grounded Theory was chosen as a research approach because of its flexibility in adaptive data collection, both through in-depth interviews and direct observation of customer experiences. This research found that the atmosphere created, from interior design to live music, plays an important role in increasing customer satisfaction and loyalty. Food quality, service and overall atmosphere are the main factors influencing visitor satisfaction. In the midst of intense competition, Bajawa Flores needs to focus not only on customer satisfaction, but also on factors that build customer loyalty. This research is expected to provide useful recommendations for Bajawa Flores management to improve services and understand customer preferences and expectations, so that they can strengthen their business position and increase revenue.

Keywords: Ambience, Grounded Theory, Cafe, Qualitative, Customer Loyalty

1. Introduction

The café and coffee shop industry in Indonesia has rapidly grown in recent years, especially among young people looking for places to socialize (Sudarman, 2023). One such café that has attracted attention is Bajawa Flores, located in Karawaci, Tangerang. Bajawa Flores offers more than just coffee; it creates a pleasant experience for gathering with friends, family, or partners. Their slogan, "Party Asik Pake Kopi" (Fun Party with Coffee), reflects their mission to be a lively place for visitors. With its attractive Flores décor, this café successfully offers a unique experience and creates a captivating atmosphere amidst the fierce competition among coffee shops.

This study aims to explore several key aspects that influence customer experience at Bajawa Flores in Tangerang. First, the research will examine the quality of service provided at Bajawa Flores. Next, the focus will shift to evaluating the atmosphere or ambience at Bajawa Flores and whether it creates a comfortable environment for visitors. Additionally, this study will assess the quality of food and beverages offered at Bajawa Flores. Lastly, the research will explore customer loyalty, examining whether customers feel satisfied and are likely to return to Bajawa Flores. By investigating these four aspects, the study hopes to provide a clearer picture of the factors that affect customer experience at Bajawa Flores, Tangerang.

The research aims to explore how service quality and the atmosphere at Bajawa Flores influence customer satisfaction, which in turn impacts customer loyalty. Based on the findings, it can be concluded that good service, a pleasant atmosphere, and positive social interactions are key factors that create a satisfying customer experience. Using a Grounded Theory approach, this study seeks to provide deeper insights into the factors that contribute to customer loyalty at Bajawa Flores and offer guidance for developing more effective business strategies in the café industry.

The reason the researcher chose to use Grounded Theory is due to its flexibility in data collection. Grounded Theory allows the researcher to gather data in a flexible and adaptive manner, whether through in-depth interviews or observations. This is particularly useful in the context of café research, such as Bajawa Flores, where the atmosphere and customer experience can vary widely. Researchers can continuously develop new insights based on the

interactions that arise during the data collection process. This study focuses on direct customer experiences at Bajawa Flores, allowing the researcher to better understand the local context and create theories that are relevant to real-life situations.

Previous research has discussed customer satisfaction with Gayo coffee, focusing on service quality, while customer loyalty is often influenced by social interactions. This current study will analyze interview data collected, discussing service and comfortable (healthy) atmosphere and their impact on customer loyalty at Bajawa Flores in Tangerang. Based on this data, it was found that the atmosphere created, from the interior design to live music, plays a significant role in enhancing customer satisfaction and loyalty. Customer satisfaction is a key factor in business success. At Bajawa Flores, elements such as food and beverage quality, service, and overall atmosphere significantly affect customer satisfaction.

Service quality refers to actions offered by one party to another that are intangible and do not result in the ownership of something. In this case, customers tend to choose service providers that can deliver high-quality service. Customer satisfaction is critical for businesses, as it can lead to customer loyalty and become a competitive advantage. According Zeithami et al. (1990), product quality is the ability of a product to deliver performance that meets or exceeds customer expectations. Some customers consider product quality when deciding whether to make a repeat purchase. Another factor influencing customers to make a repeat purchase is service quality. According Rust et al. (1995), service quality is the actions offered by one party to another that are intangible and do not result in ownership. In this context, customers are more likely to choose companies that provide good service, which is essential for ensuring customer satisfaction.

In an increasingly competitive market, Bajawa Flores needs to focus on more than just customer satisfaction. Understanding the factors that can enhance customer loyalty is also crucial. Customer loyalty is a valuable asset that can positively impact both revenue and business reputation. This study aims to analyze the level of service satisfaction and the comfortable (healthy) atmosphere that affects customer loyalty at Bajawa Flores in Tangerang. We hope that the results of this study will provide recommendations for management to continue innovating, improve service quality, and gain a better understanding of customer preferences and expectations.

2. Literature Review

The café and coffee shop industry in Indonesia, particularly in major cities such as Jakarta, Tangerang, and Bali, has experienced rapid growth in recent years. The increase in the number of cafés is driven not only by the growing interest in coffee consumption but also by the need for social spaces, particularly among young people, where they can gather, socialize, and enjoy a comfortable atmosphere. Given this trend, business owners must continuously strive to innovate and come up with new ideas to attract consumers and stay competitive in the market (Travlou, 2007). In this context, service quality and the atmosphere or ambiance within the café are key factors that influence customer satisfaction and loyalty.

Service quality is one of the most important aspects in determining customer satisfaction and influencing loyalty. The purchasing decision process involves selecting the best, most logical, rational, and ideal option based on facts, data, and information from alternatives to achieve established goals with minimal risk, effectively, and efficiently (Simon, 1979). In the context of cafés, good service quality can enhance the customer experience, which in turn will influence their intention to return. Smith et al. (1999) shows that positive interactions between staff and customers can increase satisfaction levels, which leads to a higher likelihood of customers returning and recommending the café to others.

The atmosphere or ambiance created in a café plays a crucial role in creating a pleasant customer experience. Physical factors such as lighting, interior design, music, and cleanliness can shape an environment that supports social interactions and customer comfort. According to Berman et al. (2018), there are four key indicators that influence customers' decision to return: store exterior, general interior, store layout, and interior display. In this case, the café's interior design and ambiance not only serve aesthetic purposes but also help create a sense of being welcomed and valued by the customers.

Bajawa Flores, located in Karawaci, Tangerang, is an example of a café that successfully uses an attractive interior design and live music concept to create a pleasant atmosphere. With the slogan "party asik pake kopi," Bajawa Flores offers more than just coffee; it provides an opportunity for customers to socialize and enjoy entertainment, aligning with the preferences of many young people today. This unique atmosphere, which combines distinctive design elements and entertainment, serves as a strong draw for visitors.

Customer loyalty refers to a customer's commitment to a brand, store, or supplier, characterized by a clear and positive intention to make repeat purchases consistently (Rai & Srivastava, 2012). In the context of a café like Bajawa Flores, customer loyalty is strongly influenced by two main factors: satisfaction with the service provided and the atmosphere created at the location. Söderlund (2006) identify six indicators that can be used to measure customer loyalty. These indicators are:

a. Repeat purchases.

b. Brand consumption habits.
c. Strong preference for the brand.
d. Commitment to the brand.
e. Belief that a particular brand is the best.
f. Recommendation of the brand to others.

If customers feel valued and have a pleasant experience, they are more likely to return and even recommend the café to others. Ahrholdt et al. (2017) emphasizes that satisfaction derived from good service quality and a positive atmosphere can foster long-term loyalty. This loyalty not only contributes to customer satisfaction but also to the sustainability and growth of the business itself. Therefore, building strong customer loyalty is a primary goal in the café and restaurant industry.

Grounded Theory is a qualitative research method used to develop theories based on data collected directly from the field. In this study, this approach is used to explore customers' experiences and perceptions of service and ambiance at Bajawa Flores. Grounded Theory allows researchers the freedom to explore and analyze data without being limited by pre-existing hypotheses, enabling them to identify relevant patterns that influence customer satisfaction and loyalty. In restaurant and café research, this approach has proven effective in identifying the key elements that shape a satisfying customer experience. Using this approach, the research at Bajawa Flores can uncover more natural patterns of interaction between customers and the café, as well as factors that contribute to their loyalty.

According Wulandari (2022), the word "satisfaction" comes from the Latin words "satis" (which means enough, adequate) and "facio" (to do or make). In other words, satisfaction refers to efforts to meet customer needs or make services or products meet or exceed customer expectations, making customers feel satisfied. Conversely, if the experience does not meet expectations, customer satisfaction will decrease, which can potentially reduce their loyalty. However, customer loyalty is not only influenced by satisfaction but also by affective or emotional factors, such as attachment to the place and repeated positive experiences. Jang et al. (2015) state that emotional closeness to a café or restaurant, especially one that offers an atmosphere conducive to social interaction, can increase customer loyalty. This suggests that sustained satisfaction, driven by good service quality and a positive atmosphere, will strengthen customer loyalty to that café or restaurant.

3. Materials and Methods

3.1. Materials

Grounded Theory is a qualitative research method used to develop theories directly from data collected, rather than relying on pre-existing theories. This approach was developed in the 1960s by Barney G. Glaser and Anselm L. Strauss, with the aim of generating theories that are grounded in real-world data and are more relevant. In Grounded Theory, researchers collect data through interviews, observations, and documentation, which is then analyzed to identify categories or patterns that can be developed into a theory. This process focuses on a deep understanding of the context or phenomenon being studied. Grounded Theory is often used in various research fields such as social sciences, psychology, education, and other areas that require a deep understanding of complex phenomena.

Grounded Theory emphasizes an inductive approach, meaning that the theory develops from the data discovered, not from pre-existing hypotheses or theories. In this research method, the researcher continuously collects data, analyzes it, and then gathers additional data to enrich and refine the emerging theory.

There are several key concepts in Grounded Theory: data as the basis of theory, where the researcher collects data and analyzes it to find categories or patterns that can be developed into a theory. Next is the technique of coding, where the collected data is analyzed through coding stages. This stage involves identifying relevant segments of data and labeling them. After the coding stage, the next step is Theoretical Saturation, which occurs when the researcher feels that the data collected is sufficient to comprehensively describe the phenomenon, and no new information is emerging (saturation).

The researcher uses Purposive or Judgmental sampling, which is a non-probability sampling technique where the researcher deliberately selects specific individuals based on the criteria and goals of the research. In other words, the researcher selects participants who are considered most relevant or capable of providing in-depth information about the topic being studied. This method is often used in qualitative research, as it allows the researcher to focus on gaining a deep understanding of specific phenomena. Purposive sampling also enables the researcher to focus on individuals who are relevant to the research topic, saving time and resources. Purposive or Judgmental sampling is used to explore new or complex phenomena, giving the researcher the freedom to choose samples based on their knowledge of the topic.

3.2. Methods

a. Research Approach

This research uses the Grounded Theory approach, a qualitative research method aimed at developing theories based on data collected directly from the field. Grounded Theory was chosen for its flexibility in exploring customer experiences and opinions without being constrained by pre-existing theories or hypotheses. This approach allows the researcher to gain deeper insights into how service quality, atmosphere, and customer experiences relate to loyalty at Bajawa Flores.

b. Research Design

This is an exploratory study, meaning the researcher seeks to investigate the factors that influence customer satisfaction and their willingness to return and become loyal customers of Bajawa Flores. Data is collected through two main methods: in-depth interviews and direct observation.

c. Research Participants

The researcher selects participants who have experience visiting Bajawa Flores. The selected participants are customers who are familiar with the café, including both occasional visitors and regular patrons. A total of 10 participants were chosen to represent a range of experiences and opinions. Participants are selected using purposive sampling to ensure that the information gathered is relevant and in-depth regarding the topic being studied.

d. Data Collection Techniques
  o In-depth Interviews
     Methods include: the stages and formulas that are used in data analysis, arranged sequentially step by step. The interviews are semi-structured, meaning the researcher prepares some questions but also allows participants to speak more freely. The goal of the interviews is to explore various aspects of the customer experience, such as:
     * First impressions when visiting Bajawa Flores
     * Evaluation of the service received (e.g., speed, friendliness, adequacy)
     * Quality of food and beverages
     * The café's atmosphere (e.g., comfort, appeal, and social interaction support)
     * Satisfaction levels and the intention to return
     * Any suggestions for improvements to the cafe
  o Direct Observation
     The researcher also conducts observations at the café to directly assess the atmosphere, interactions between customers and staff, and the physical elements that contribute to the café's ambiance. Observations are conducted at different times, such as during quieter daytime hours and busier evenings with live music performances. This helps to assess whether customer experiences vary depending on the time of visit.

e. Data Analysis Techniques
  Once interview and observation data are collected, the researcher analyzes the data using the steps outlined in Grounded Theory, which include three main stages:
  o Open Coding
     In this stage, the researcher reads and analyzes the interview transcripts and observation notes, assigning codes to relevant or important parts of the data. Each code represents a theme or category, such as "fast service," "comfortable atmosphere," or "food quality."
  o Axial Coding
     After the codes are grouped, the researcher looks for connections between them. For example, how service quality may affect customer satisfaction or how the café's ambiance creates comfort for visitors.
  o Selective Coding
     In this final stage, the researcher organizes and analyzes the categories found to build a comprehensive understanding of the customer experience at Bajawa Flores. The result of this stage will form the theory or conclusions that explain the factors influencing customer loyalty

f. Data Validity and Reliability
    To ensure the accuracy and reliability of the data, the researcher employs several methods to maintain the validity and dependability of the study, such as:
   o   Triangulation: By comparing interview results with observation findings and comparing views from different participants to identify consistent patterns.
    o   Member Checking: After analyzing the data, the researcher will confirm the findings with several participants to ensure that the interpretations accurately reflect their experiences.
    o   Documentation and Field Notes**:** In addition to interviews and observations, the researcher also takes note of other findings that may be useful for further analysis.
g. Ethical Considerations
    The researcher ensures that all participants understand the purpose of the study and voluntarily agree to participate. Participants' identities are kept confidential, and the information provided is used solely for the purpose of the research. The researcher strives not to influence participants' answers and maintains the integrity of the collected data. This research method is expected to provide a clearer understanding of how the service quality and ambiance of Bajawa Flores affect customer satisfaction and how these factors relate to their loyalty in returning to the café. This explanation is intended to help readers better understand how the research was conducted, how the data was collected, and how it was analyzed to answer the research questions

4. Results and Discussion

In this study, we focused on the impact of service quality, ambiance, and products on customer satisfaction and loyalty at Bajawa Flores in Tangerang. Based on interviews with several customers and relevant theories, the following is a more in-depth discussion of the factors influencing customer satisfaction and loyalty at this cafe.
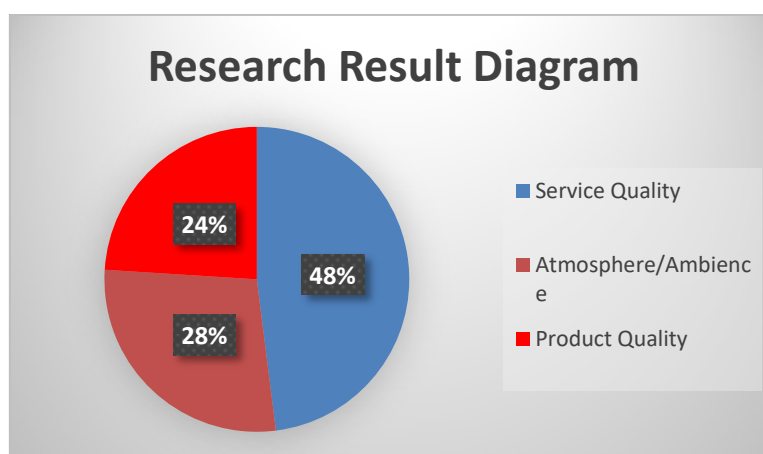
Figure 1: Research Result Diagram

In Figure 1, which presents the results of the research at Bajawa Flores in Tangerang, the most dominant theme is service quality, with a frequency of 48%. The second dominant theme is comfortable (healthy) atmosphere, with a frequency of 28%. The final theme is product quality, with a frequency of 24%. Service quality is the most dominant factor, indicating that customers highly value positive interactions with staff, speed, and politeness during service. The staff at Bajawa Flores is always neatly dressed and has a pleasant demeanor.

Comfortable (healthy) atmosphere ranks second, with respondents stating that the comfortable environment and decor serve not only as aesthetic elements but also enhance the overall comfort of visitors. Product quality, while ranked last, remains an important factor that contributes to purchasing decisions and customer satisfaction. Figure 2 illustrates that there are three key elements influencing service quality at Bajawa Flores in Tangerang: aesthetics, ethics, and social interaction.

Service Quality Diagram

[Pie chart showing: Aesthetics 30%, Ethics 32%, Social Interaction 38%]
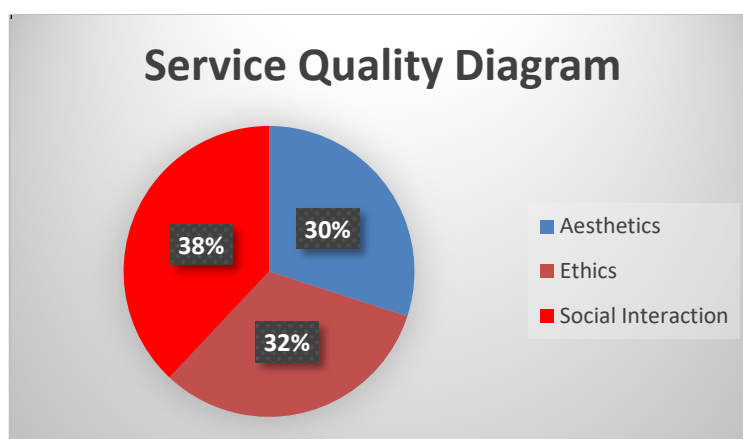
Figure 2: Quality of Service at Bajawa Florest Tangerang

The conclusion from the service quality diagram shows that there are three key elements influencing service quality at Bajawa Flores in Tangerang. These elements are aesthetics (30%), ethics (32%), and social interaction (38%). Aesthetics contributes 30% to the overall service quality, indicating that while visual appeal, comfort, and environmental design are important, they are not the top priority in assessing service quality. Ethics accounts for 32%, suggesting that polite behavior, social norms, and effective communication are significant factors in evaluating service quality. However, there are other more dominant elements. Social interaction has the largest contribution, at 38%. This highlights the importance of interactions between service providers and customers in determining service quality. Interpersonal skills and good communication play a crucial role in creating a satisfying experience for customers.

Overall, service quality is more influenced by social interaction and ethics, while aesthetics provides an additional contribution, although still important. Based on these findings, the researcher concludes that maintaining a balance among these three fundamental elements is essential for ensuring alignment in service quality management and creating a more memorable experience for customers visiting Bajawa Flores in Tangerang.

a.   Service Quality

Service quality is one of the key factors influencing customer satisfaction at Bajawa Flores. Based on interviews with two respondents, we found that the service at Bajawa Flores is rated highly and is considered very satisfying. The first respondent (Viorentina) mentioned that upon arrival, they were immediately greeted warmly and given a menu to place their order. The table service model at Bajawa Flores, where staff move from table to table to take orders, made customers feel that they were served quickly and efficiently. This was especially appreciated by customers, particularly when the café was busy.

Customer satisfaction with the service is also reflected in their appreciation of the staff's friendly, polite, and professional attitude. The first respondent noted that the staff at Bajawa Flores are always well-dressed and have a pleasant demeanor, which enhances the overall customer experience. Holbrook and Hirschman (1982) emphasized that customer experience is not just about product consumption but the integration of various elements, such as aesthetics, ethics, and social interaction. Additionally, the second respondent (Asep) mentioned that the staff were not only friendly but also offered useful menu recommendations for customers who might be unsure about what to order. Creating a positive customer experience can not only enhance customer loyalty but also serve as a strong differentiator in an increasingly competitive market.

Although the service at Bajawa Flores generally receives positive feedback, one suggestion from the first respondent was for the staff to consistently maintain their friendliness and serve with sincerity. This is important, as customers can easily sense the difference between genuinely friendly service and service that feels "forced." Consistently maintaining high service quality is key to building long-term loyalty.

b.   Atmosphere (Ambiance)

The atmosphere at Bajawa Flores is one of the most frequently discussed factors by customers in interviews. As mentioned by the first respondent, the interior design, inspired by Flores' distinctive features, creates a unique and different impression compared to other coffee shops. This comfortable and attractive atmosphere helps Bajawa Flores draw the attention of new customers while also creating a pleasant environment for loyal customers. This unique design is not only an aesthetic element but also contributes to the comfort of visitors. The first respondent shared that they felt comfortable working or completing tasks at Bajawa Flores, especially during the day when the atmosphere is calmer, and the café is not too crowded.

However, the atmosphere changes significantly at night. In the evening, Bajawa Flores becomes livelier with a live DJ and live music, which attracts many customers looking for entertainment while enjoying their coffee. While this adds an entertainment value for some, the increased crowds also create challenges such as parking issues and long lines. The first respondent noted that parking could become difficult at night, sometimes disrupting traffic flow due to

the number of cars parked along the street. This increase in crowding affects the comfort of some visitors, who may feel uncomfortable in such a packed environment. Therefore, while the lively and entertainment-filled atmosphere can be a major draw, better management of space and parking needs to be considered to maintain visitor comfort, particularly during peak hours.

c.   Product Quality (Food and Drinks)

Product quality, including food and drinks, is an essential factor in maintaining customer satisfaction at Bajawa Flores. Based on the interviews, most customers expressed satisfaction with the quality of food and drinks offered at the café. The second respondent (Asep), for example, stated that they were satisfied with the taste and quality of the products, and the offerings met their expectations. This suggests that good product quality is a key element in creating a positive customer experience, which, in turn, enhances customer satisfaction and loyalty. However, Asep also provided some feedback regarding the importance of maintaining menu variety, as customers often seek new options in food and drink choices. It is important for Bajawa Flores management to continue innovating and adding variety to the menu so that customers don't get bored. This also helps in creating a fresh experience for returning customers, encouraging them to come back again.

d.   Customer Loyalty

Customer loyalty at Bajawa Flores appears to be strong, particularly from the second interview (Asep), who mentioned that they frequently visit Bajawa Flores, especially during the day, because it is a comfortable place to work or meet friends. Asep even mentioned that they enjoy spending time at Bajawa Flores to complete tasks or study because of the calm and cozy atmosphere. This shows that Bajawa Flores not only succeeds in attracting new customers but also creates an experience that encourages customers to return. Customer loyalty is also driven by consistent service quality and an atmosphere conducive to various activities. Factors such as perceived value and emotional involvement play a significant role at Bajawa Flores, where customers feel connected to the place, whether due to friendly service, high-quality products, or a comfortable atmosphere.

e.   Suggestions for Improving Service

Although customers generally feel satisfied, there are several areas that need attention to enhance service quality and comfort at Bajawa Flores. One important suggestion is related to the management of space and parking, particularly at night. The increased crowding makes visitors feel uncomfortable with the packed environment and long queues. Therefore, adding more parking space or better space management could help address this issue. Additionally, the suggestion to continuously maintain service quality through friendliness and sincerity should be considered by Bajawa Flores management. Given that social interaction is a large part of the customer experience at the café, maintaining a friendly and professional attitude among staff will always be a critical factor in ensuring customer loyalty remains strong.

5. Conclussion

This study concludes that customer experience at Bajawa Flores Tangerang is influenced by four key factors: service quality, ambiance, the quality of food and beverages, and customer loyalty. Service quality is the primary factor, with friendly, responsive, and professional service providing comfort and a positive impression for visitors. However, there is room to improve the customer experience by offering more personalized and organized service, especially during busy times. This is essential to ensure that customers feel valued and well-served, even in crowded situations. Therefore, more efficient service management would significantly enhance customer satisfaction.

The atmosphere at Bajawa Flores is a major attraction for customers, particularly with its unique décor, disco lights, live music, and DJ performances at night. The lively and enjoyable ambiance creates a memorable experience for visitors. However, the comfort of customers needs more attention, particularly concerning cigarette smoke. Providing a designated smoking area could be a solution to improve comfort for customers who prefer to avoid smoke. By better managing the atmosphere, Bajawa Flores can create a more comfortable environment without diminishing the entertainment appeal.

The quality of the products, especially the food and beverages served, also impacts the customer experience. Although the food and drinks are tasty and diverse, their quality could be further improved to offer a more exceptional culinary experience. Introducing more unique and innovative menu items could attract new customers. Enhancing the flavor and variety of the menu would enrich the customer experience, encouraging them to return and try new offerings. Through menu innovation, Bajawa Flores can become more competitive in an increasingly dynamic market.

Customer loyalty at Bajawa Flores is high, with many visitors eager to return. Comfort, good service, and quality food are the primary reasons behind this strong loyalty. To maintain long-term loyalty, developing a loyalty program, such as a points or discount system for repeat customers, is highly recommended. Such programs can provide additional incentives for customers to continue choosing Bajawa Flores as their favorite spot. Additionally, periodic special offers or promotions can help sustain customer enthusiasm and ensure they remain interested in returning.

This research provides valuable insights for Bajawa Flores Tangerang's management to continuously improve service quality, ambiance, and products, as well as develop strategies to foster customer loyalty. The findings can also

serve as a reference for future studies aiming to understand the factors influencing customer satisfaction and loyalty in the café industry.

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