



Comparative Analysis of Customer Satisfaction between Corner Bakery and Cafe and MM Bakery in Bengkalis

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ABSTRACT

This study aims to analyze differences in customer satisfaction between Corner Bakery and Cafe and MM Bakery, determine the factors that differentiate customer satisfaction between Corner Bakery and Cafe and MM Bakery. The type of research is comparative research with a quantitative approach. The population in this study was all consumers of Corner Bakery and Cafe and MM Bakery in Bengkalis. The number of samples in the study was 100 people. The data analysis used is descriptive statistics analysis. The dimensions used to measure customer satisfaction of the two bakery shops are product quality, service quality, emotional factors, and price. The study result that customer satisfaction of Corner Bakery and Cafe gets a better rating than MM Bakery based on dimensions of product quality, service quality, and emotional factors. The results also show that service quality is the most factor that differentiate customer satisfaction between Corner Bakery and Cafe and MM Bakery with a difference value around 0.21.

Keyword: Customer Satisfaction, Product Quality, Service Quality, Emotional factors, Price

1. Introduction

The bakery industry in Indonesia continues to grow rapidly. According to Euromonitor data, artisan bakery products continued to lead the Indonesian bakery product category in 2015, with a market share of 49%. Further research by APEBI emphasized that the most popular type of bread is sweet bread with various fillings. The second most popular type of bread is white bread in almost every bakery. In general, these products encourage the development of western-style bread shops to sell softer and sweeter bread which is very popular among Indonesian people (Nurhidayah, 2016).

Nowadays, the number of brands and bakery products that compete in the market becomes very large so that consumers have a variety of choices and alternative products that can meet their needs and have the right to choose according to what consumers want. With this competition, it's requires the bakery businessmen to exploit all the capabilities they have in order to compete in the market to meet consumer needs and achieve the satisfaction that consumers expect.

Every business person in every business category must place customer satisfaction as the main goal. Companies in providing satisfaction to customers must first study the wants and needs of current and future consumers.

Bengkalis City has many bakeries offering various types of bakery products and two of them are Corner Bakery and Cafe and MM Bakery. Corner Bakery and Cafe and MM Bakery both offer bakery products with a wide variety of choices, prices that match the quality of service satisfactorily. Corner Bakery and Cafe is a cake shop as well as a cafe located on Sultan Syarif Kasim Street, Bengkalis. This cafe offers various types of drinks such as juices as well as coffee and other snacks and foods. All available menus are served with the best quality and taste. Corner Bakery and Cafe also provides a comfortable (cool) place with photogenic and Instagramable decorations, internet and wi-fi facilities are also available for customers. In addition, Corner Bakery and Cafe is better known for selling various types of cakes that have various types of variants and flavors.

Meanwhile, MM Bakery which is located on Pattimura Street, Bengkalis is famous for its bakery shop which has merged into a mini market. MM Bakery sells various types of bakery products with good quality. The number of visitors who shop at MM Bakery is not only because of the bakery products but also because of the various kitchen and household needs that are provided which increase the number of customers in this shop.

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The satisfaction felt by consumers at Corner Bakery and Cafe with MM Bakery is very different. Usually consumers make purchases at MM Bakery not only to buy bread that is sold but also to buy other necessities such as various cooking ingredients, snacks, skin care and so on. Meanwhile, Corner Bakery and Cafe is very suitable to relax while enjoying a piece of cake or just to drink coffee while chatting with friends.

Based on the above background, the researcher are interested in conducting research "Comparative Analysis of Customer Satisfaction between Corner Bakery and Cafe and MM Bakery in Bengkalis".

Purpose of the study, to find out the consumer satisfaction between Corner Bakery and Cafe and MM Bakery measured through the dimensions of product quality, service quality, emotional factor, and price and to find out what factors is the most differentiate customer satisfaction between Corner Bakery and Cafe and MM Bakery in Bengkalis.

This research is inseparable from the previous research that have been carried out as comparison and study including research conducted by Feridun Duman (2020), entitled Effect of Coffee Shops Food Quality, Service Quality and Ambience Quality on Customer Satisfaction and Loyalty in Batman, Turkey. This study showed a clearer picture that "food quality", "service quality" and "ambience quality" significantly and positively affected the customer satisfaction in the coffee shop business. However, the study also showed that the customer loyalty is elusive as the coffee shop customers more focused upon their satisfaction. Therefore. The coffee shop owners or managers should be constantly on the look-out to satisfy their customers to sustain their business. While the research by Prihatin et al. (2018) entitled The Influence of Product Quality, Service Quality and Emotional Factors on Customer Satisfaction at UD Toko Pelangi Surakarta. The study concluded that the variable quality of products, service quality, and emotions together and partial effect on customer satisfaction. The variable quality of products a positive and significant effect towards customer satisfaction. Service quality and emotional Factors influence on customer satisfaction and customer satisfaction significantly to UD. Rainbow Store. The most influential variable service quality on customer satisfaction.

Then the research by Pantilu et al. (2018) with the title The Effect of Service Quality, Price, and Facilities on Customer Satisfaction at Warunk Bendito Megamas Region Manado. The results showed that Price, Quality of Service and Facilities simultaneously affect Customer Satisfaction. It is hoped that Warunk Bendito will improve the quality of existing services and facilities while still paying attention to the price stability offered, it will increase customer interest and give satisfaction to customers who come to Warunk Bendito.

In this research the are several general theories, based on Oktaviani (2014), consumer satisfaction is a response to consumer behavior in the form of after-purchase evaluation of an item or service that he feels (product or service performance) compared to consumer expectations. Consumer satisfaction is a feeling of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations (Kotler and Keller, 2012). Satisfaction is more inclusive, i.e. satisfaction is determined by perceptions of the quality of service (service), product quality, price, situational factors and personal factors (Indrasari, 2019). In determining the level of consumer satisfaction, in the opinion of Daryanto and Setyobudi (2014) in Delima (2020) four main factors must be considered by companies in determining consumer satisfaction, namely product quality, service quality, emotional factor, and price. Product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes (Daga, 2017). Service quality is basically centered on efforts to fulfill customer needs and desires and accuracy of delivery to balance customer expectations (Indrasari, 2019). According to Irawan (2011) in Lestari (2018), emotional is a response from customer satisfaction itself after going through a series of evaluations, some of which are rational and emotional. Kotler and Keller (2015) in Rustiana and Kurniawan (2020) state that price is the amount of money charged for a product and service or the sum of the value that customers exchange for the benefits of having or using a product and service.

2. Research Method

The location to be carried out is at Corner Bakery and Cafe on Sultan Syarif Kasim Street in Bengkalis City and MM Bakery on Pattimura Street in Bengkalis City. the object of research is a comparative analysis of consumer satisfaction between Corner Bakery and Cafe and MM Bakery in Bengkalis. The type of this study is comparative research. According to Sugiyono (2014), comparative research is research that compares the state of one or more variables in two or more samples that are different, or at two different times. Type of the data used in this study is quantitative data. Source of the data in this study namely primary data and secondary data.

According to Sugiyono (2014), the population is a generalization area that consists of objects or subjects that have certain qualities and characteristics which are determined by researchers to be studied and then drawn conclusions. In this study, the population is all consumers of Corner Bakery and Cafe and MM Bakery in Bengkalis. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2014). In this case the researcher took a sample of 100 respondents from Corner Bakery and Cafe and MM Bakery customers who were representative enough to be researched. This study using non probability sampling with purposive sampling. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2014). In this study researchers used data processing techniques as editing, coding, tabulation, data entry, and check data. Questionnaire measurement scale is using a Likert scale. The method of analysis in this study is descriptive statistic.

3. Result and Discussion

3.1 Characteristics of Respondents

This research was conducted on consumers who had bought cake or bread products at Corner Bakery and Cafe and MM Bakery in Bengkulu. The aim is to determine customer satisfaction between Corner Bakery and Cafe and MM Bakery. In this study, researchers took 100 respondents as a source of information according to the questionnaires that have been distributed. Characteristics of respondents in this research are used to determine the diversity of respondents based on gender, age, occupation, and income. From the number of respondents who were sampled in this study, the data were obtained regarding the gender of respondents can be seen in table 1 below:

Table 1 Characteristics of Respondents by Gender

| No. | Gender | Frequency | Percentage |
|--------------|--------|------------|--------------|
| 1 | Male | 33 | 33 % |
| 2 | Female | 67 | 67 % |
| Total | | 100 | 100 % |

Source: Processed Data, 2021

Based on table 1 can be seen that respondent of Corner Bakery and Cafe and MM Bakery are seen by gender, 33 respondents are male, and 67 respondents. That means that the majority of respondents are female. From the number of respondents who were sampled in this study, the data were obtained regarding the age of respondents can be seen in table 2 below:

Table 2 Characteristics of Respondents by Age

| No. | Age | Frequency | Percentage |
|--------------|------------------|------------|--------------|
| 1 | < 20 years old | 17 | 17 % |
| 2 | 20 -30 years old | 47 | 47 % |
| 3 | 31-40 years old | 14 | 14 % |
| 4 | 41-50 years old | 17 | 17 % |
| 5 | > 50 years old | 5 | 5 % |
| Total | | 100 | 100 % |

Source: Processed Data, 2021

Based on table 2 above, it can be seen that respondent of Corner Bakery and Cafe and MM Bakery are seen from the age range, there are 17 respondents aged under 20 years old, 47 respondents aged 20-30 years old, 14 respondents aged 31 -40 years old, 17 respondents aged 41-50 years old, and 5 respondents aged over 50 years. So it means that the majority of respondents who buy cakes or bread at Corner Bakery and Cafe and MM Bakery are 20-30 years old. From the number of respondents who were sampled in this study, the data were obtained regarding the occupation of respondents can be seen in table 3 below:

Table 3 Characteristics of Respondents by Occupation

| No. | Occupation | Frequency | Percentage |
|--------------|-------------------------|------------|--------------|
| 1 | Civil Servants | 17 | 17 % |
| 2 | Private Sector Employee | 17 | 17 % |
| 3 | Honorary Employee | 14 | 14 % |
| 4 | Entrepreneur | 11 | 11 % |
| 5 | Students | 26 | 26 % |
| 6 | Others | 15 | 15 % |
| Total | | 100 | 100 % |

Source: Processed Data, 2021

Based on table 3, it can be seen that the respondent of Corner Bakery and Cafe and MM Bakery are dominated by students with 26 respondents. Then followed by civil servants and private employees who the same with 17 respondents. Furthermore, there are 15 respondents for other jobs, 14 respondents for honorary employees, and for entrepreneurs are 11 respondents. It can be said that the ones that are more dominant in buying cake and bread in Corner Bakery and Cafe and MM Bakery are students. From the number of respondents who were sampled in this study, the data were obtained regarding the income of respondents can be seen in table 4 below:

Table 4 Characteristics of Respondents by Income

| No. | Income | Frequency | Percentage |
|--------------|-----------------------------|------------|--------------|
| 1 | < Rp 1.000.000 | 40 | 40 % |
| 2 | Rp 1.000.000 - Rp 3.000.000 | 30 | 30 % |
| 3 | Rp 3.000.000 - Rp 5.000.000 | 24 | 24 % |
| 4 | > Rp 5.000.000 | 6 | 6 % |
| Total | | 100 | 100 % |

Source: Processed Data, 2021

Based on table 4 it can be seen that respondent of Corner Bakery and Cafe and MM Bakery are dominated by respondents with incomes below Rp. 1,000,000 with 40 respondents. Furthermore, there are 30 respondents with an income of Rp. 1,000,000-Rp. 3,000,000. There are 24 respondents with an income of Rp. 3,000,000-Rp. 5,000,000, and there are 6 respondents with an income above Rp. 5,000,000.

3.2 Comparative Analysis of Customer Satisfaction between Corner Bakery and Cafe and MM Bakery

Based on the results, customer satisfaction between Corner Bakery and Cafe and MM Bakery was measured using the first indicator, namely product quality which has 5 (five) statements. Based on the mean value of each statement, the highest mean value at Corner Bakery and Cafe and MM Bakery is in the statement of providing bread and cake products with various flavor variants with a mean value of Corner Bakery and Cafe of 4.41 in the very high category and MM Bakery of 4.24 and also in the very high category. This means that respondents are very satisfied with the variety of product flavors at Corner Bakery and Cafe and MM Bakery. Then, based on the product quality indicator mean score, Corner Bakery and Cafe got a mean score of 4.29 with a very high category, while MM Bakery got a mean score of 4.10 with high category. So it can be concluded that Corner Bakery and Cafe is superior in product quality compared to MM Bakery. This shows that respondents are more satisfied purchasing cakes and breads at Corner Bakery and Cafe because they believe that the products offered by Corner Bakery and Cafe are more high quality compared to MM Bakery.

Furthermore, the second indicator is service quality which has 5 (five) statements. Based on the average value of each statement, the highest mean score at Corner Bakery and Cafe is in the statement of facilities (tables, chairs, parking spaces, etc.) provided according to customer needs and in good condition with a mean value of 4.16 is in the high category. While at MM Bakery the highest mean value is found in the statement providing fast and timely service with a mean value of 4.00 and in the high category. Based on these results, it means that respondents are satisfied with the different dimensions or sub-indicators of service quality between Corner Bakery and Cafe and MM Bakery. Then based on the service quality indicator mean score, Corner Bakery and Cafe got a mean score of 3.98 with high category, while MM Bakery got a mean score of 3.77 with high category. Although both are included in the high category. However, from the mean score of indicator, Corner Bakery and Cafe is superior in terms of service quality compared to MM Bakery. This shows that respondents are more satisfied purchasing cakes and bread at Corner Bakery and Cafe because they believe that the services provided by Corner Bakery and Cafe are better than MM Bakery seen from the table and chair facilities, a large parking area, and employees who are always at the cake and bread counter ready to help the customer.

Further, the third indicator is the emotional factor which has 3 (three) statements. Based on the average value of each statement, Corner Bakery and Cafe and MM Bakery both have the highest mean score on the statement of providing convenience to customers with a mean value of Corner Bakery and Cafe 3.97 in the high category and MM Bakery of 3.91 and also in the high category. This means that respondents are satisfied with the same dimension or sub-indicator on the emotional factor indicator between Corner Bakery and Cafe and MM Bakery. Then based on the emotional factor indicator mean score, Corner Bakery and Cafe got a mean score of 3.83 with high category, while MM Bakery got a mean score of 3.79 with high category. Although both are included in the high category. However, from the mean score of indicator, Corner Bakery and Cafe is superior in the emotional aspect than MM Bakery. This shows that respondents are more satisfied purchasing cakes and breads at Corner Bakery and Cafe because they believe that Corner Bakery and Cafe can offer comfort and emotionally more confident compared to MM Bakery.

The last one is a price indicator which has 4 (four) statements. Based on the mean value of each statement, the highest mean score for Corner Bakery and Cafe is in the statement of prices for bakery and cake products according to quality and taste of the product with a mean value of 4.08 in the high category. While at MM Bakery the highest mean value is found in the statement of affordable prices of bread and cake products for customers with a mean value of 4.05 with the high category. Based on these results, it means that respondents are satisfied with the different dimensions or sub-indicators on the price aspect between Corner Bakery and Cafe and MM Bakery. Then based on the price aspect indicator mean score, Corner Bakery and Cafe got a mean score of 3.83 in the high category, while MM Bakery got a mean score of 3.95 in the high category. Though both belong to the high category. However, from the mean value of indicator, MM Bakery is superior in terms of price compared to Corner Bakery and Cafe. This

shows that respondents are more satisfied with purchasing cakes and bread at MM Bakery because they think the price offered by MM Bakery is cheaper than Corner Bakery and Cafe.

Based on the discussion above, the comparison of customer satisfaction between Corner Bakery and Cafe and MM Bakery has seen from the mean score can be summarized in the following figure:

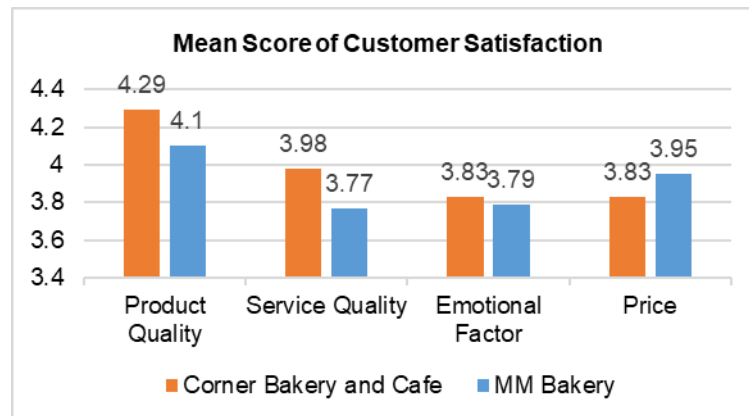


Figure 1 Customer Satisfaction Comparison Chart
Source: Processed Data, 2021

In the diagram above, it can be seen that Corner Bakery and Cafe is superior in three aspects or indicators compared to MM Bakery, namely product quality, service quality, and emotional factor. Meanwhile, MM Bakery is superior only on the price aspect compared to Corner Bakery and Cafe.

Futhermore, based on respondents' responses regarding customer satisfaction between Corner Bakery and Cafe and MM Bakery which is measured using 4 (four) indicators, namely product quality, service quality, emotional factors, and price. It can be seen the difference value from the mean score between Corner Bakery and Cafe and MM Bakery summarized in the table below:

Table 5 Recapitulation of the Indicator Mean Score Regarding the Factor That Most Differentiate Customer Satisfaction between Corner Bakery and Cafe and MM Bakery

| No. | Indicator | Corner Bakery and Cafe | MM Bakery | Difference Value | Rank |
|-----|------------------|------------------------|-----------|------------------|------|
| | | Mean | Mean | | |
| 1 | Product Quality | 4,29 | 4,10 | 0,19 | 2 |
| 2 | Service Quality | 3,98 | 3,77 | 0,21 | 1 |
| 3 | Emotional Factor | 3,83 | 3,79 | 0,04 | 4 |
| 4 | Price | 3,83 | 3,95 | 0,12 | 3 |

Source: Processed Data, 2021

Based on table 5, it can be explained that the factor that most differentiates customer satisfaction between Corner Bakery and Cafe and MM Bakery is the factor of service quality with a different value of 0.21. Based on the mean value, Corner Bakery and Cafe is better in service quality than MM Bakery. This can be seen from the large difference value in facilities between Corner Bakery and Cafe and MM Bakery. Corner Bakery and Cafe provides more complete facilities to respondents than MM Bakery such as tables, chairs, food trays, and a large parking space. In addition, Corner Bakery and Cafe also provides maximum individual service to customers compared to MM Bakery.

4. Conclusion

Based on the results of the research and discussion described in the previous chapter, the following conclusions can be drawn by the researcher:

1. Based on the discussion above, respondents are more satisfied purchasing bread and cakes at Corner Bakery and Cafe rather than MM Bakery because respondents realize that the quality of products at Corner Bakery and Cafe is better seen from a various of flavors and shapes, and has a more delicious taste. In addition, service quality and emotional aspects also play an important role in consumer satisfaction in Corner Bakery and Cafe. Meanwhile, respondents are more satisfied purchasing bread and cakes at MM Bakery rather than at Corner Bakery and Cafe in price aspect, because respondents realize that the prices of breads and cakes in MM Bakery are more affordable for everyone.
2. The factor that most differentiate customer satisfaction between Corner Bakery and Cafe and MM Bakery is an indicator of service quality which has a larger difference value, around 0.21.

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