

SOCIAL RESEARCH ANALYSIS: THE EFFECT OF BARISTA SERVICE QUALITY ON CUSTOMER SATISFACTION AT COFFEE SHOPS

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Abstrak

Keywords:

Barista Service,
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Coffee Shop.

This study aims to investigate the influence of barista service on customer satisfaction. This research was conducted using a qualitative approach with a descriptive-narrative method. The rapid development of the coffee industry has triggered intense competition. The analysis was conducted by interpreting various findings related to the quality of barista service in creating the customer experience. The results show that the quality of barista service—which includes a friendly attitude, speed of service, professionalism, communication skills, and coffee-brewing skills—plays a crucial role in enhancing customer satisfaction. This satisfaction fosters customer loyalty, characterized by a willingness to make repeat purchases and provide recommendations to others. Additionally, positive interactions between baristas and customers create a pleasant emotional experience, thereby strengthening the long-term relationship between customers and the coffee shop. Baristas' behavior, friendliness, speed, and technical expertise contribute significantly (on average, 30–70%) to explaining variations in customer satisfaction levels. Therefore, improving baristas' technical competence and interpersonal skills must be a top priority in efforts to enhance service quality and maintain customer loyalty.

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INTRODUCTION

The coffee shop industry in Indonesia has experienced rapid growth in recent years. Coffee shops have become not only places to enjoy coffee but also venues for gathering, working, and socializing, particularly among young people. This phenomenon has led to increasingly fierce competition among coffee shops, compelling every business

owner to provide the best possible service to customers. One of the key factors influencing customer satisfaction at coffee shops is the service provided by baristas, who interact directly with customers. Baristas play a crucial role in shaping the customer experience during a visit to a coffee shop. Beyond simply preparing beverages, a barista is expected to possess communication skills, friendliness, prompt service, and knowledge of the products served. Good service from a barista can leave a positive impression on customers, making them feel comfortable and satisfied. Conversely, poor service can lead to customer disappointment and may cause them to switch to another coffee shop.

Based on research on the relationship between service quality and customer satisfaction at coffee shops, service quality is one of the main factors influencing customer satisfaction levels. Previous studies have shown that service dimensions such as reliability, responsiveness, assurance, empathy, and tangibles influence customer satisfaction. Additionally, research on barista service indicates that a friendly attitude, speed of service, and a barista's ability to communicate with customers can enhance customer loyalty toward the coffee shop. Amid the growing number of coffee shops, customer satisfaction has become a crucial aspect for ensuring business sustainability. Satisfied customers are more likely to make repeat purchases and recommend the coffee shop to others. Therefore, the quality of barista service must be taken seriously to meet customer expectations. With good service, coffee shops can build a positive image and enhance their competitiveness in an increasingly intense business environment.

Based on the above, this study was conducted to determine the effect of barista service quality on customer satisfaction at coffee shops. This study is expected to benefit coffee shop business owners in improving service quality, particularly the service provided by baristas to customers. Additionally, this study is expected to serve as a reference for future research related to service quality and customer satisfaction in the food and beverage industry.

LITERATURE REVIEW

Theoretical Framework

Definition of a Coffee Shop

A coffee shop is a business in the food and beverage sector that offers various types of coffee-based beverages and accompanying food items with the aim of providing customers with a consumption experience and a place to socialize. As people's lifestyles have evolved, coffee shops no longer serve merely as places to enjoy coffee but also as spaces for working, discussing ideas, and engaging in social interactions.

Definition of F&B Products and Baristas

A barista is a person skilled in blending, preparing, and serving coffee-based beverages to customers. A barista's duties extend beyond simply making coffee; they must also understand brewing techniques, coffee varieties, the operation of espresso machines, and how to provide excellent customer service. According to research on the barista profession, baristas play a vital role in the hospitality industry by shaping the customer experience through the quality of the beverages and service they provide. Baristas are also expected to possess communication skills, a friendly demeanor, and knowledge of coffee products so they can ensure customer satisfaction. In addition to preparing beverages, a barista is responsible for maintaining a clean work area, ensuring the taste of the beverages remains consistent, and providing fast and friendly service to

customers. Thus, the presence of a barista is a key factor in enhancing the image and quality of service at a coffee shop.

Functions and Roles of an F&B Product Barista

An F&B (Food and Beverage) Product Barista is a professional role in the kitchen or bar area responsible for processing raw ingredients into ready-to-serve beverages. Their primary functions include beverage preparation, quality control, and customer service.

The following are the functions and specific duties of a barista in the F&B Product department:

1. Beverage Preparation and Brewing
 - a. Coffee Preparation: Operating espresso machines and manual brewing equipment (such as V60 and French Press) to serve consistent coffee.
 - b. Recipe Creation: Crafting a variety of beverages (both hot and cold) based on coffee, milk, syrup, tea, or chocolate.
2. Quality Control
 - a. Standardization: Ensuring that every beverage prepared adheres to the café or restaurant's standard recipes (SOPs).
 - b. Calibration: Performing daily dial-in or calibration on the coffee grinder to maintain optimal flavor, acidity, and aroma.
3. Ingredients and Sanitation Management
 - a. Inventory: Checking and managing stock of raw materials (coffee beans, milk, syrup) and reporting procurement needs.
 - b. Sanitation: Maintain the cleanliness of the work area, coffee machines, and bar equipment in accordance with health and food safety standards.
4. Customer Service
 - a. Personalization: Providing menu recommendations tailored to customers' preferences.
 - b. Education: Explaining the flavor profiles of various types of coffee beans or brewing methods to customers.

The main roles of F&B staff include: Taking full responsibility for proper coffee extraction (espresso) and preparing coffee-based or non-coffee beverages according to standard recipes, Ensuring that every cup served has perfect consistency in flavor, temperature, and presentation (including latte art), Serving as a brand ambassador by greeting guests warmly, explaining the menu, and recommending products based on customer preferences.

Definition of Service (F&B Service)

F&B Service, or food and beverage service, refers to the entire service process related to the preparation and delivery of food and beverages to customers in various settings such as restaurants, cafes, hotels, and other culinary establishments. The key aspects of F&B service include taking orders, serving food in a professional manner, having knowledge of the menu, and interacting with customers. Additionally, this service involves inventory management, menu planning, and coordination between the kitchen and service areas to create a comprehensive dining experience. With a focus on service quality and customer satisfaction, this service plays a crucial role in shaping a business's image and reputation in the culinary industry. Furthermore, you can find this service in

various settings within the hospitality industry or broader sectors where food and beverage services are provided. This may include restaurants, bars, catering services, cafeterias, and in-room food delivery through hotel room service.

According to John R. Walker (2020), food and beverage service encompasses all activities involved in serving food and beverages to guests, including the responsibility to provide service that meets quality standards, interact with guests to meet their needs, and ensure a satisfying dining experience. “Food and Beverage service is the process of providing food and beverages to customers in the context of restaurants and hospitality facilities, involving various elements ranging from service management and customer interaction to presentation that meets quality standards and operational efficiency.” Cottam, H., & Thompson, L. (2022).

Definition of F&B Service (Excellent Service)

Excellent service in F&B (or Excellent Food & Beverage Service) is the effort to provide the best possible service to customers that exceeds their expectations, thereby creating maximum satisfaction, a sense of being valued, and loyalty that encourages them to return. In the restaurant and hotel industry, this concept is not merely about delivering food on time, but rather about creating a memorable dining experience through attitude and professionalism. To understand excellent service in the F&B sector, one generally refers to six key elements: mastering product knowledge (memorizing the menu, ingredients, and allergens) as well as the technical skills required for proper service. Demonstrating friendliness, good manners, a sincere smile, and a poised yet approachable demeanor. Maintaining personal hygiene (grooming), wearing a neat uniform, keeping hair well-groomed, and being free of body odor. Being attentive to guests’ needs without being asked, such as immediately refilling a glass when it’s empty.

Process orders quickly and accurately, and be ready to assist promptly if any issues arise. Be willing to accept complaints graciously and provide quick solutions if serving errors occur. The Key Components of Excellent F&B Service are: (1) Ensuring orders are delivered on time and exactly as requested by guests, without errors. (2) Serving with a smile, courtesy, and empathy to create a comfortable dining experience. (3) Waitstaff must be able to accurately explain the menu, ingredients, and beverage recommendations. (4) Maintaining hygiene standards for the restaurant area, dining utensils, and the staff’s own appearance. The goal is to enhance customer satisfaction, build loyalty, and strengthen the business’s reputation.

According to John R. Walker (2020), the definition of F&B Service: It encompasses all activities involved in serving food and beverages to guests. This includes the responsibility to provide service in accordance with quality standards, interact directly with guests, and ensure a satisfying dining experience. According to Firmansyah (2016), the definition of excellent service is service that is good and satisfies customers by meeting their needs and requests. Service is considered excellent when staff prepare and handle everything required in the best possible way, so that customers receive something that exceeds their expectations.

Barista Service Quality

Barista service quality is a measure of the extent to which the service provided by a barista meets or exceeds customer expectations. This quality is assessed not only by the taste of the coffee but also by the overall interaction and experience the customer

receives—from the moment they join the line until they receive their drink. Service quality is an integral part of marketing management strategy. It has become a dominant factor in the success of an organization. The development of service quality is strongly driven by competition among companies, technological advancements, and the economic and sociocultural conditions of society. Service quality is a necessity that companies must prioritize in order to survive and maintain customer trust.

Tjiptono (2011: 59) states that: “Service quality is the level of excellence expected and the control over that level of excellence to meet customer desires.”

According to Lewis and Booms (as cited in Tjiptono, 2012: 157), “the measure of how well the level of service provided aligns with customer expectations.” Goeth and Davis, as cited by Tjiptono (2012: 51), state that: “Quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations.”

In various studies on hospitality and F&B management, experts have measured service quality based on the work of Fandy Tjiptono and Christian Grönroos. Parasuraman, Zeithaml, and Berry conducted a survey to identify a standard framework for measuring service quality; this framework, known as Servqual, consists of five dimensions that can serve as a benchmark for measuring customer satisfaction:

1. Reliability, which is the ability to deliver dependable and accurate performance
2. Assurance: the ability of staff to instill a sense of trust and security in customers.
3. Tangibles: the physical aspects of equipment and staff.
4. Empathy: This encompasses individual care and attention toward users.
5. Responsiveness, which is the willingness to help participants and provide appropriate attention.

Definition of Customer Satisfaction

Customer satisfaction is the level of a person’s feelings after comparing the performance of a product or service they receive with their prior expectations. Generally, this satisfaction is a post-purchase evaluation, in which customers will feel satisfied if the performance of the product or service meets or exceeds their expectations, and feel disappointed if the performance falls short of their expectations.

Philip Kotler and Kevin Lane Keller (2016) state that customer satisfaction is a person’s feeling of pleasure or disappointment that arises after comparing the perceived performance (or outcome) of a product against the expected performance (or outcome). If performance falls short of expectations, the customer is dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or pleased.

According to Richard L. Oliver (in Zeithaml et al., 2018), satisfaction is a response to the fulfillment of consumer needs. It is an assessment that the features of a product or service—or the product or service itself—provide a level of fulfillment related to enjoyable consumption (including levels of fulfillment that fall below or exceed needs). According to Fandy Tjiptono (2019), customer satisfaction is a post-purchase evaluation in which the chosen alternative meets or exceeds customer expectations. Satisfaction is a function of perceived usefulness and expectations formed prior to purchase.

According to Philip Kotler and Kevin Lane Keller (2016), customer satisfaction is a person’s feeling of pleasure or disappointment that arises after comparing the actual performance (or results) of a product against the expected performance (or results). If

performance falls short of expectations, the customer is dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or pleased.

Definition of Customer Loyalty

Customer loyalty is a deeply held commitment to continue purchasing or supporting a preferred product or service in the future, even when situational influences and marketing efforts could potentially cause the customer to switch (Kotler: 2009). Fierce competition makes it difficult for companies to increase their customer base in existing markets, where competitors offer too many products with various advantages and added value, making it hard for companies to capture competitors' market share. On the other hand, entering new markets requires significant costs. Research shows that the cost of acquiring a new customer is six times greater than the cost of retaining an existing one.

Marketers generally want to retain the customers they have acquired indefinitely. This is no easy task, given that changes can occur at any time—whether changes within the customer themselves, such as shifts in preferences or psychological factors, or changes in environmental conditions that influence the customer's psychological, social, and cultural aspects. Customer loyalty is behavior related to a product's brand, including the likelihood of renewing brand loyalty in the future, the likelihood that a customer will switch their support to another brand, and the likelihood that a customer will want to enhance a product's positive image (Ali Hasan, 121:2013). If a product fails to satisfy customers, they will react through "exit" (customers stop purchasing the brand or product) and "voice" (customers directly express their dissatisfaction to the company). When customers leave or shift their support away from a product, it affects long-term revenue; increased retention has a significant impact on long-term revenue; and the positive relationship between satisfaction and customer loyalty grows stronger.

Oliver (in Kotler & Keller) defines customer loyalty as a steadfast commitment to consistently repurchase or subscribe to a selected product or service in the future, leading to repeated purchases of the same brand, even in the face of situational influences and marketing efforts that could potentially cause a shift in behavior. Griffin (Jill Griffin) states that customer loyalty is a customer's commitment to a brand, store, or supplier, based on a highly positive attitude and reflected in consistent repeat purchases.

Factors Influencing Customer Loyalty

Customer loyalty is a deep commitment to consistently repurchase or subscribe to a product or service in the future, thereby leading to repeat purchases (Mariyana, 2017:55). According to (Audistiana, Widiana, & Negoro, 2017:98), service quality has been identified in the literature as a competitive tool for many companies. The strength of a company's products and services enables it to satisfy consumer needs. According to (Farisi & Siregar, 2020:90), one factor influencing the level of customer loyalty is service quality; companies need to improve the quality of their services to foster customer loyalty, as low-quality products or services carry the risk of losing customers. If quality is prioritized, customer loyalty will be easier to achieve.

The Relationship Between Barista Service in the F&B Industry and Customer Satisfaction and Loyalty

The relationship between baristas and customer satisfaction and customer loyalty is a deep commitment to consistently repurchasing or renewing subscriptions for products or services in the future. The Food & Beverage (F&B) service provided by a barista significantly influences customer satisfaction and loyalty. Baristas are the frontline staff who bridge the gap between product quality (coffee/beverages) and the overall customer experience; excellent service creates an emotional bond and encourages customers to return. According to Kotler and Keller (2016), product quality is a product's ability to perform its functions, which include durability, reliability, and other characteristics. In the context of coffee, Parasuraman, Zeithaml, and Berry (1988), through the SERVQUAL theory, emphasize the importance of the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Zeithaml and Bitner (2003) state that customer satisfaction is an evaluative response to a product or service. The Role of Combination: Delicious F&B products (technical quality) combined with friendly barista service (functional quality) will result in high customer satisfaction. Customers feel valued and enjoy a complete dining experience. Oliver (1997) defines loyalty as a deep commitment to consistently repurchase or continue using a preferred product or service.

RESEARCH METHOD

This study employs a qualitative approach using a descriptive-narrative method. The qualitative approach aims to gain an in-depth understanding of a phenomenon based on facts discovered in the field and supported by various literature sources. According to Sugiyono (2019), qualitative research is used to examine objects in their natural setting, with the researcher serving as the primary instrument for collecting and analyzing data.

The object of this study is customer satisfaction at coffee shops, which is influenced by service quality and product quality. The research was conducted by describing various phenomena based on the results of observations, documentation, and a review of the literature related to the research topic. Data collection techniques in this study included a literature review, which involved gathering relevant theories, concepts, and findings from previous studies—drawn from books, scientific journals, and other academic sources—to establish a theoretical foundation.

The data analysis technique used was descriptive-narrative analysis, which involves collecting, grouping, interpreting, and then describing the data obtained to provide an overview of the relationship between service quality, product quality, and customer satisfaction at coffee shops. The research results are then presented in the form of a narrative description supported by relevant theories, thereby enabling conclusions to be drawn in accordance with the research objectives.

RESULT AND DISCUSSION

Results and discussion of barista F&B service on customer satisfaction and loyalty at coffee shops: Service quality (including barista behavior and expertise) statistically contributes significantly (on average 30–70%) to explaining variations in customer satisfaction and loyalty levels. Barista service plays a crucial role in creating (short-term) and loyalty (long-term) of customers at coffee shops. A friendly attitude, speed, and the ability to interact while preparing coffee directly contribute significantly to the overall customer experience. Generally, if customers rate a barista's expertise and attitude as

“expert” and “friendly,” the level of customer loyalty automatically falls into the high or “loyal” category.

Customer satisfaction is created through the application of service quality indicators (known as the dimensions of service quality) that are directly executed by baristas. Research on the influence of baristas’ service attitudes on customer satisfaction, particularly in coffee shops, can reveal an important relationship between service quality and customer satisfaction. Friendly, fast, and professional service from baristas has a major impact on customers’ perceptions of their experience at the coffee shop. In the context of coffee, baristas play a central role in creating a pleasant atmosphere, which can enhance customer comfort and add emotional value to their interactions with the coffee.

Previous research indicates that service quality—including interactions between baristas and customers—has a direct impact on customer satisfaction. A study by Yudaraharja (2021) found that barista service quality is closely linked to customer satisfaction at F&B Barista coffee shops, where good service not only enhances comfort but also fosters customer loyalty. Furthermore, research by Dwi and Utomo (2023) indicates that customer satisfaction with baristas influences their decision to return to the F&B Barista Coffee Shop, with friendly and responsive service serving as key factors in fostering customer loyalty.

A crucial aspect of this study is the impact of positive interactions between baristas and customers, which generate positive emotions. Customers who feel valued and well-served tend to experience higher levels of satisfaction, significantly increasing the likelihood that they will return.

Therefore, the coffee shop needs to continue improving its baristas’ training and interpersonal skills to create a more satisfying customer experience—one that not only meets but exceeds customer expectations. Further research to measure customer satisfaction—such as the use of satisfaction surveys and analysis of customer feedback—is essential to ensure that barista service remains relevant and effective in enhancing customer satisfaction at the coffee shop.

CONCLUSION

Based on the discussion and research regarding customer satisfaction with F&B baristas, baristas generally demonstrate a positive and significant influence. The quality of service provided by a barista has a direct impact on customer satisfaction levels, which ultimately fosters loyalty to the brand or coffee shop.

This study concludes that friendly, professional, and responsive service from baristas has a significant impact on customer satisfaction at coffee shops. The quality of interactions between baristas and customers not only enhances comfort but also plays a crucial role in building customer loyalty. Good service—which includes friendliness and attentiveness to customer needs—can create a positive experience that encourages customers to return to the café. Furthermore, this study shows that customer satisfaction is influenced not only by product quality but also by the quality of service during interactions with baristas.

Barista service greatly influences overall customer satisfaction. According to experts, customer satisfaction with food and beverage (F&B) is achieved through a combination of three main elements: product quality (the taste and presentation of coffee), speed of service, and social interaction (the barista’s friendliness and communication).

Furthermore, this study shows that customer satisfaction is influenced not only by

product quality but also by the quality of service during interactions with baristas. Therefore, coffee shops need to continue focusing on training their baristas in interpersonal skills to ensure a better customer experience and exceed customer expectations.

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