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The Exploration of Factors Influencing Service Quality for Café Visitors in Bandung City

ABSTRACT

The creative economy, particularly in the tourism sector, plays a vital role in strengthening regional economies, with cafés and restaurants being essential components of this ecosystem. This study aims to explore the factors influencing service quality for café visitors in Bandung, as the culinary sector significantly impacts the city's economy. Utilizing a survey approach, data will be collected from a sample of 300 café and restaurant visitors affiliated with the Indonesian Hotel and Restaurant Association (PHRI) in Bandung. The research will employ Exploratory Factor Analysis (EFA) to identify key dimensions of service quality. The expected outcome is to enhance service quality in cafés and restaurants, ultimately improving customer satisfaction. This research addresses the urgent need for specific indicators related to service quality in the café industry, contributing valuable insights for stakeholders to optimize their service offerings.

Keywords: Service Quality; Customer Perception; Café & Restaurant; Bandung; Exploratory Factor Analysis.

INTRODUCTION

The creative economy, particularly in the tourism sector, plays a crucial role in driving regional economic development. In cities like Bandung, the café and restaurant industry significantly contributes to the local economy. Cafés and restaurants not only offer diverse food and beverage options but also enhance tourism appeal through their culinary experiences. This aligns with national research agendas that focus on developing tourism, emphasizing the need to understand service quality in this sector. As of 2024, Bandung's creative economy contributes approximately Rp641.82 trillion, accounting for around 7% of the total Gross Domestic Product (GDP), with a growth rate of 5.76%. The culinary, fashion, and craft sectors have a notable impact on the city's economy. Given the importance of cafés and restaurants, stakeholders must prioritize service quality, which directly influences customer perceptions and satisfaction. However, there is an urgent need for specific indicators related to service quality in cafés and restaurants, as current indicators do not adequately reflect consumer perceptions. This research aims to identify the factors that contribute to service quality in cafés and restaurants in Bandung through a survey approach. The study will target

café and restaurant visitors affiliated with the Indonesian Hotel and Restaurant Association (PHRI) in the city. By employing Exploratory Factor Analysis (EFA) using SPSS, this research seeks to uncover key dimensions of service quality that can enhance customer satisfaction. Theoretical frameworks such as SERVQUAL and DINESERV have been widely used to measure service quality in the hospitality industry. SERVQUAL assesses service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. DINESERV focuses specifically on the dining experience, incorporating aspects such as food quality, service quality, and atmosphere. These frameworks provide a solid foundation for understanding the relationships among various service quality indicators and their impact on customer satisfaction. In summary, this research aims to fill existing gaps in the literature by developing specific measurement tools for service quality in the café industry. By doing so, it seeks to provide valuable insights for café owners and managers, enabling them to optimize their service offerings and better meet customer needs in an increasingly competitive market.

RESEARCH METHODS

In this study, we adopt a survey research design to investigate the factors that influence service quality in cafés and restaurants in Bandung. By utilizing this design, we aim to gather quantitative data from café visitors to understand their perceptions and experiences regarding service quality. Our target population consists of visitors to cafés and restaurants in Bandung, particularly those affiliated with the Indonesian Hotel and Restaurant Association (PHRI). We will select a sample of 300 respondents using a combination of purposive sampling and accidental sampling techniques.

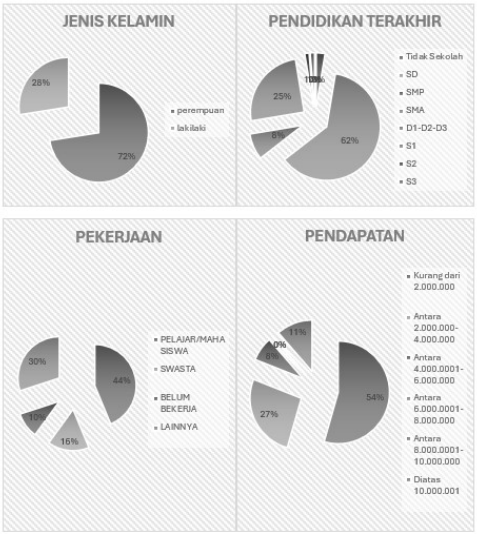


Figure 1.
Sample's Characteristic

The diagram of respondent characteristics in this study includes 300 participants. In terms of gender, 72% are female and 28% are male. Regarding education, 44% of respondents have completed high school, 30% hold a bachelor's degree, 16% have diplomas (D1-D2-D3), and 10% have completed junior high school, with only 3% not having attended school and 1% holding a master's degree. When it comes to employment, 54% of respondents are students, 27% work in the private sector, 8% are unemployed, and 11%

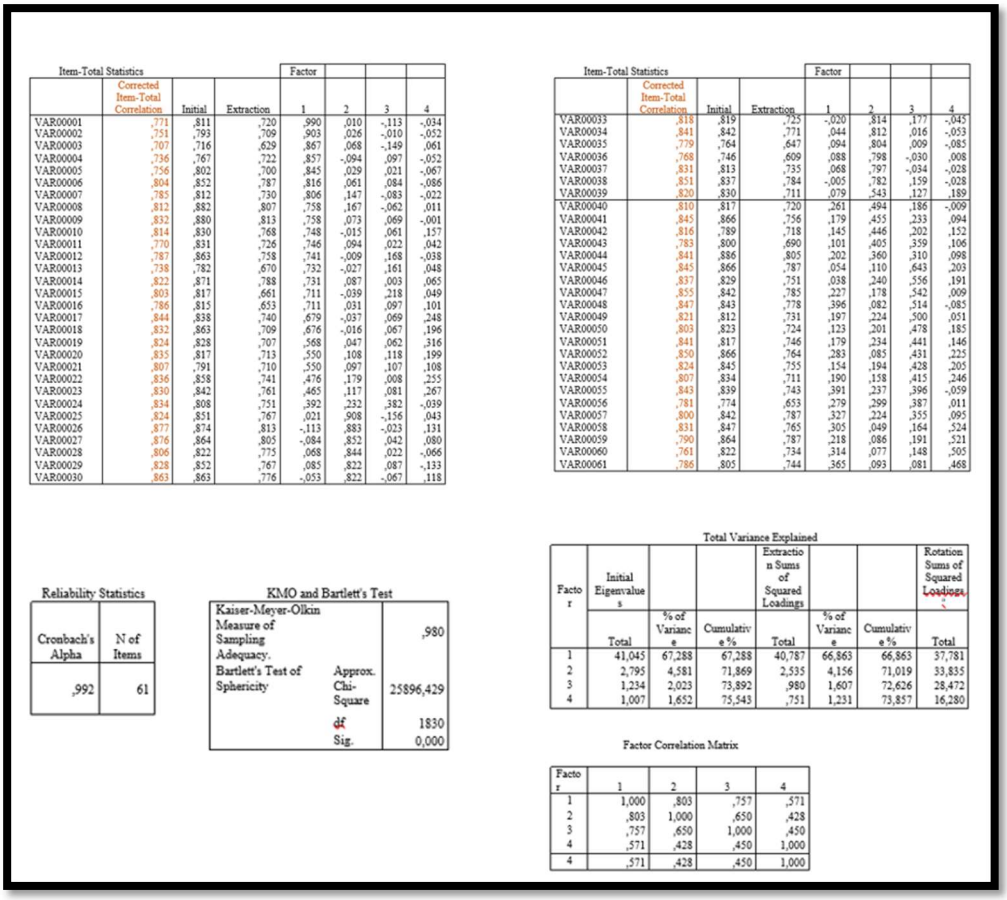
are engaged in other occupations. In terms of income, 44% earn less than 2,000,000, 16% earn between 2,000,000 and 4,000,000, and 30% earn between 6,000,001 and 8,000,000, with only 3% earning above 10,000,001. This diagram provides a clear overview of the demographic characteristics of respondents, which is crucial for analyzing the research results.

This approach ensures that we capture a diverse group of café visitors who have relevant experiences to share. To measure the various dimensions of service quality, we will develop a structured questionnaire based on established frameworks such as SERVQUAL and DINESERV. This questionnaire will include closed-ended questions that assess critical factors like responsiveness, reliability, assurance, empathy, and tangibles. Before we distribute the questionnaire, we will conduct a pilot test to ensure its validity and reliability. Data collection will take place over a six-month period, from April to October 2025. We will distribute the questionnaire to our selected sample of café visitors in Bandung, employing both online and face-to-face methods to maximize response rates and gather comprehensive data. For data analysis, we will utilize Exploratory Factor Analysis (EFA) with SPSS software. This statistical technique will help us identify the underlying factors that contribute to service quality perceptions among café visitors. Additionally, we will assess the validity and reliability of our measurement instruments to ensure that our findings accurately reflect the experiences of the respondents. Through these methods, we aim to provide valuable insights into the factors that shape service quality in the café industry. Ultimately, our research seeks to enhance customer satisfaction and improve business performance in this vibrant sector.

RESULT AND DISCUSSION

The final analysis of the survey data revealed significant insights into the factors that influenced service quality in cafés and restaurants in Bandung. Through Exploratory Factor Analysis (EFA), we identified five key dimensions that shaped customer perceptions of service quality: Responsiveness, Reliability, Assurance, Empathy, and Tangibles. In the results, responsiveness emerged as the most valued dimension among café visitors. Customers appreciated prompt service and the willingness of staff to assist them. Cafés that excelled in responsiveness received higher satisfaction ratings, indicating that quick and attentive service was crucial for customer contentment. Reliability also proved to be a critical factor. The data showed that cafés that consistently delivered on their promises regarding food quality and service reliability tended to receive positive feedback from customers. This finding reinforced the idea that dependability was essential in the dining experience, as patrons expected their expectations to be met consistently. Assurance,

which included the knowledge and courtesy of staff, significantly impacted customer satisfaction. Cafés with well-trained staff who demonstrated professionalism and expertise garnered higher levels of trust from their customers. This trust was vital for creating a positive dining atmosphere. The dimension of empathy highlighted the importance of personalized service. Customers expressed a preference for cafés where staff took the time to understand and address their individual needs. This personalized attention led to increased customer loyalty, as patrons felt valued and cared for during their visits. Lastly, tangibles, which encompassed the physical environment and appearance of staff, played a role in shaping customer perceptions. Cafés that maintained a clean and aesthetically pleasing environment received favorable reviews from visitors. A pleasant atmosphere enhanced the overall dining experience and encouraged repeat visits. The findings of this study aligned with established theories on service quality, particularly the SERVQUAL model, which emphasized the significance of these five dimensions. Our results confirmed that responsiveness and reliability were essential in shaping customer perceptions, consistent with previous research that highlighted their role in customer satisfaction. Moreover, the emphasis on assurance and empathy reflected a growing trend in the hospitality industry toward personalized service. As consumers increasingly sought unique dining experiences, cafés that prioritized staff training and customer engagement were likely to stand out in a competitive market. This insight was particularly relevant in Bandung's vibrant café culture, where competition was fierce, and customer expectations were high. The implications of these findings were substantial for café owners and managers. By focusing on enhancing these dimensions of service quality, they could improve customer satisfaction and loyalty, ultimately leading to better business performance. Our results suggested that investments in staff training and maintaining a welcoming environment could yield significant returns in customer retention and positive word-of-mouth. In conclusion, this research provided valuable insights into the factors that shaped service quality perceptions among café visitors in Bandung. By understanding and addressing these dimensions, café owners could better meet customer needs and enhance their competitive edge in the market.



Item-Total Statistics

	Corrected Item-Total Correlation	Initial	Extraction	Factor 1	2	3	4
VAR00001	,771	,811	,720	,990	,010	-,113	-,034
VAR00002	,751	,793	,709	,903	,026	-,010	-,052
VAR00003	,707	,716	,629	,867	,068	-,149	,061
VAR00004	,736	,767	,722	,857	-,094	,097	-,052
VAR00005	,756	,802	,700	,845	,029	,021	-,067
VAR00006	,804	,852	,787	,816	,061	,084	-,086
VAR00007	,785	,812	,730	,806	,147	-,083	-,022
VAR00008	,812	,882	,807	,758	,167	-,062	,011
VAR00009	,832	,880	,813	,758	,073	,069	-,001
VAR00010	,814	,830	,768	,748	-,015	,061	,157
VAR00011	,770	,831	,726	,746	,094	,022	,042
VAR00012	,787	,863	,758	,741	-,009	,168	-,038
VAR00013	,738	,782	,670	,732	-,027	,161	,048
VAR00014	,822	,871	,788	,731	,087	,003	,065
VAR00015	,803	,817	,661	,711	-,039	,218	,049
VAR00016	,786	,815	,653	,711	,031	,097	,101
VAR00017	,844	,838	,740	,679	-,037	,069	,248
VAR00018	,832	,863	,709	,676	-,016	,067	,196
VAR00019	,824	,828	,707	,568	,047	,062	,316
VAR00020	,835	,817	,713	,550	,108	,118	,199
VAR00021	,807	,791	,710	,550	,097	,107	,108
VAR00022	,836	,858	,741	,476	,179	,008	,255
VAR00023	,830	,842	,761	,465	,117	,081	,267
VAR00024	,834	,808	,751	,392	,232	,382	-,039
VAR00025	,824	,851	,767	,021	,908	-,156	,043
VAR00026	,877	,874	,813	-,113	,883	-,023	,131
VAR00027	,876	,864	,805	-,084	,852	,042	,080
VAR00028	,806	,822	,775	,068	,844	,022	-,066
VAR00029	,828	,852	,767	,085	,822	,087	-,133
VAR00030	,863	,863	,776	-,053	,822	-,067	,118

Item-Total Statistics

	Corrected Item-Total Correlation	Initial	Extraction	Factor 1	2	3	4
VAR00033	,818	,819	,725	-,020	,814	,177	-,045
VAR00034	,841	,842	,771	,044	,812	,016	-,053
VAR00035	,779	,764	,647	,094	,804	,009	-,085
VAR00036	,768	,746	,609	,088	,798	-,030	,008
VAR00037	,831	,813	,735	,068	,797	-,034	-,028
VAR00038	,851	,837	,784	-,005	,782	,159	-,028
VAR00039	,820	,830	,711	,079	,543	,127	,189
VAR00040	,810	,817	,720	,261	,494	,186	-,009
VAR00041	,845	,866	,756	,179	,455	,233	,094
VAR00042	,816	,789	,718	,145	,446	,202	,152
VAR00043	,783	,800	,690	,101	,405	,359	,106
VAR00044	,841	,886	,805	,202	,360	,310	,098
VAR00045	,845	,866	,787	,054	,110	,643	,203
VAR00046	,837	,829	,751	,038	,240	,556	,191
VAR00047	,855	,842	,785	,227	,178	,542	,009
VAR00048	,847	,843	,778	,396	,082	,514	-,085
VAR00049	,821	,812	,731	,197	,224	,500	,051
VAR00050	,803	,823	,724	,123	,201	,478	,185
VAR00051	,841	,817	,746	,179	,234	,441	,146
VAR00052	,850	,866	,764	,283	,085	,431	,225
VAR00053	,824	,845	,755	,154	,194	,428	,205
VAR00054	,807	,834	,711	,190	,158	,415	,246
VAR00055	,843	,839	,743	,391	,237	,396	-,059
VAR00056	,781	,774	,653	,279	,299	,387	,011
VAR00057	,800	,842	,787	,327	,224	,355	,095
VAR00058	,831	,847	,765	,305	,049	,164	,524
VAR00059	,790	,864	,787	,218	,086	,191	,521
VAR00060	,761	,822	,734	,314	,077	,148	,505
VAR00061	,786	,805	,744	,365	,093	,081	,468

Reliability Statistics

Cronbach's Alpha	N of Items
,992	61

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,980
Bartlett's Test of Sphericity	Approx. Chi-Square	25896,429
	df	1830
	Sig.	0,000

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	
1	41,045	67,288	67,288	40,787	66,863	66,863	37,781	
2	2,795	4,581	71,869	2,535	4,156	71,019	33,835	
3	1,234	2,023	73,892	,980	1,607	72,626	28,472	
4	1,007	1,652	75,543	,751	1,231	73,857	16,280	

Factor Correlation Matrix

Factor	1	2	3	4
1	1,000	,803	,757	,571
2	,803	1,000	,650	,428
3	,757	,650	1,000	,450
4	,571	,428	,450	1,000
4	,571	,428	,450	1,000

Table 1. Factors Analysis

CONCLUSION

In closing, this research provided valuable insights into the factors that shape service quality perceptions among café visitors in Bandung. The findings highlighted the significance of responsiveness, reliability, assurance, empathy, and tangibles as key dimensions influencing customer satisfaction. However, there were limitations to this study, particularly regarding the sample size and the focus on cafés affiliated with the Indonesian Hotel and Restaurant Association (PHRI). Future research could benefit from expanding the sample to include a broader range of cafés and restaurants, as well as incorporating diverse demographic groups to enhance the generalizability of the results. Additionally, exploring the impact of cultural differences on service quality perceptions could provide further depth to the understanding of customer experiences in the culinary sector. Overall, while this study contributed to the existing literature on service quality in the hospitality industry, there remains ample opportunity for further exploration and refinement of the constructs involved.

REFERENCES