

Kopi Boy Employee Service Strategy

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Abstract

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This research explores the impact of Kopi Boy's service approach, which emphasizes speed, informality, and friendliness, on customer satisfaction. The study highlights the importance of personal interaction between baristas and customers, which fosters a closer relationship and enhances the overall customer experience. Key elements of Kopi Boy's service include fast service, customer engagement in the coffee-making process, and a relaxed atmosphere that promotes comfort and satisfaction. Additionally, Kopi Boy maintains consistency in product quality and incorporates creativity through unique menu offerings and latte art. The study also examines Kopi Boy's strategies for improving customer service, such as employee training, service personalization, menu innovation, and technology implementation. These strategies are designed to enhance the customer experience, build loyalty, and strengthen the brand's competitive edge. The research concludes that by focusing on personal connections, service efficiency, innovation, and community involvement, Kopi Boy can continue to deliver superior service and foster strong relationships with customers, ultimately expanding its customer base and creating a vibrant community around the brand.

Keywords: *Tourism, Services, Human Resources, SWOT Analysis*

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INTRODUCTION

Tourism for most people is an inseparable part of human life and is starting to become popular. Activities to entertain yourself from fatigue in working traveling activities, Study Tours, and others, both natural tourism and tourism made by humans. Therefore, the tourism sector in the last few decades has transformed into a promising industry for regions that have the potential for tourism objects, so inevitably it also demands the fulfillment of the needs of more supportive and varied tourism business methods.

Tourism is a form of product that is classified as a service with characteristics that are possessed like other forms of services, namely intangible, inseparable, changeable, and cannot be stored. An invisible form of tourism services needs to be realized so that tourists can ensure the purchase of services through information and trust in the services they receive (Kotler et al., 2002). The natural condition, cleanliness of tourist facilities, or the diversity of forms of tourism services is a benchmark for the quality of tourism services. The tourism industry is also termed as the hospitality industry, because the products produced are hospitality products, in the form of goods, the environment, or services whose core product is a total experience or an intangible experience (Lewis and Chambers, 2000).

According to Lewis and Chambers (2000) the service product called hospitality

consists of tangible goods, physical goods that can be controlled by the management directly, the condition of physical facilities such as buildings, furniture, bathrooms, food, communication devices, and entertainment equipment, the environment, which is the nuance of the environment that can still be controlled by the management indirectly and is not as easy as physical goods. Like everything that tourists feel that can be related to physical goods, for example, garden decoration, rest area layout, entrance, queue system, paint or color selection, service, is an element as an abstract attribute and must be controlled by the management because it is the most dominant to face competition, and is greatly influenced by the personal of employees (friendliness, speed, attitude, responsibility, trustworthy, responsive), the system used, and management decisions that lead to the leader's commitment to perform the services offered, and experience, this element is important because it is the result of the previous 3 elements. Experiences will be remembered over a period of time and are personal, classified as intangible memories and events that occur only once.

Indonesia is one of the countries whose tourism development is quite high and widespread, not only recreational places or tourist destinations that can be visited by many tourists but eating places or coffee places have also begun to develop and there are many in Indonesia, especially in the capital city of Jakarta, and in every tourist destination there must be a place to eat or a coffee place in it. With the development of the food and beverage industry, many people have opened coffee places or places to eat in their respective areas, such as Kopi Boy. Kopi Boy is one of the coffee places that follows developments in the food and beverage industry, by selling a variety of drinks and foods from selling coffee to non-coffee and also various foods. Kopi Boy was established in 2019 which is located in Pondok Cabe, South Tangerang. In that year, Kopi Boy itself can be said to be a new face in developing the food and beverage industry in Pondok Cabe.

This research is to find out the services provided by kopiboy in serving customers, and to find out the impact of kopiboy services in developing customer satisfaction

METHOD

The type of data in this study is qualitative, namely data in the form of narrative text (Sugiyono, 2013). The data collection techniques used are observation and interviews (Pradini, et al., 2023). Sugiyono (2013) argues that the notion of qualitative research methods is based on the post-positivist philosophy used by researchers to study the state of primary natural objects (not experiments). The method includes purposive data sampling from data sources. Survey methods use triangulation (combination), data analysis is inductive or qualitative, and qualitative results cannot be generalized.

RESULTS AND DISCUSSION

Kopi Boy service prioritizes a fast, informal, and friendly approach, which focuses on personal interaction between baristas or waiters and customers. This approach creates a closer relationship, making customers feel valued and cared for. Speed in service is also a priority, which reduces waiting time and provides a more

convenient experience for customers. Additionally, Kopi Boy engages customers in the coffee making process, giving them the opportunity to select coffee beans, brewing methods, or customize the flavor of the drink, creating an interactive experience and increasing customer engagement.

Kopi Boy also highlights a relaxed and welcoming atmosphere, creating a comfortable environment for relaxing or working. Consistency in the taste and quality of coffee remains a top priority, ensuring that customers always get good and quality coffee. Creativity in service, such as latte art and unique menu variations, also adds to the appeal and satisfaction of customers. With all these aspects, Kopi Boy's service contributes significantly to increasing customer satisfaction through personal relationships, speed of service, customer engagement, as well as innovation and consistency in product quality. Kopi Boy employees are known as friendly, well-trained, and efficient individuals in serving customers. They are equipped with qualified barista skills and extensive product knowledge, allowing them to provide personalized service that enhances the customer experience. Employees also show high responsiveness, especially during peak hours, and are committed to maintaining product quality consistency. With a proactive attitude in receiving feedback and active involvement in the local community, Kopi Boy employees play an important role in building close relationships with customers and the community, but there are some that need to be improved and can be strategies to improve the human resources that exist at Kopi Boy.

Developing services at Kopi Boy requires an effective strategy to improve the customer experience and strengthen the competitive advantage of coffee shops. Based on the results of field observations, several strategies that can be applied in Kopi Boy operations by employees include employee training, service personalization, menu innovation, fast and responsive service, consistency of product quality, comfort of interior design, application of technology and ease of payment, loyalty and promotion programs, customer feedback, and local community development. Employee training is a crucial first step. Employees need to get adequate training in customer service, barista skills, and product knowledge. This training ensures that employees can provide friendly and efficient service, increasing customer satisfaction. Additionally, personalization of service, such as recognizing customers personally, can create a better relationship between Kopi Boy and its customers, which in turn increases customer loyalty and experience.

Menu innovation is also an important factor. Kopi Boy needs to continue to innovate by presenting new menus that are interesting and in accordance with trends. The provision of a wide selection of high-quality and unique drinks and snacks will cater to the diverse tastes of customers. Fast and responsive service, especially during peak hours, ensures customers get efficient service and quick responses to their queries or requests. Consistency of product quality is the key to building Kopi Boy's reputation. The quality of products such as coffee, tea, and food must always be consistent, both in terms of taste, presentation, and temperature. In addition, the comfort and attractive interior design create a pleasant environment for customers to relax.

The application of technology, such as digital payment systems or payment

applications, increases efficiency and customer convenience. Kopi Boy can also increase customer retention through loyalty programs and promotions, such as discounts, loyalty cards, or special offers. Customer feedback is a valuable source of information to continuously improve service. Responding to suggestions and complaints quickly and effectively demonstrates Kopi Boy's commitment to customer satisfaction. Finally, the development of local communities by holding social events or supporting charity events strengthens Kopi Boy's relationship with the surrounding community. This makes Kopi Boy part of the larger community and strengthens the bond with customers. By implementing these strategies, Kopi Boy can improve service quality, expand customer base, and create a positive customer experience.

CONCLUSION

In conclusion, Kopi Boy's service that prioritizes a fast, informal, and friendly approach has a significant influence on increasing customer satisfaction. By emphasizing personal connection, speed of service, customer engagement, and consistency of taste and product quality, Kopi Boy has succeeded in creating a positive and pleasant customer experience. Kopi Boy employees, with their qualified skills and knowledge, play an important role in providing quality services, while committing to continuously improving services through training, innovation, and active involvement in the local community. Effective operational strategies, such as employee training, service personalization, menu innovation, and technology implementation, can further strengthen Kopi Boy's competitive advantage. Consistency in product quality, interior design convenience, and loyalty programs also support improved customer experience and expanded customer base. By implementing these strategies, Kopi Boy can continue to develop superior service and build close relationships with customers, creating a larger and tighter community.

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