



The Influence of Food and Beverage Department Service Quality on Customer Satisfaction at Tanatap Coffee Braga Bandung

Mochamad Zidan Alhakim^{1*}, Nuniek Dewi Pramanik², Rosita³

¹Digital Business, Politeknik Piksi Ganesha, Bandung, Indonesia

²⁻³Politeknik Piksi Ganesha, Bandung, Indonesia

Email: zidanalhakim031@gmail.com¹, [npddewi0301@gmail.com](mailto:npdewi0301@gmail.com)², rosita@piksi.ac.id³

* Corresponding Author mail: zidanalhakim031@gmail.com

Abstract. This study analyzes the effect of Food and Beverage Department service quality on customer satisfaction at Tanatap Coffee Braga Bandung. A quantitative descriptive-correlational survey was conducted with 30 customers selected through non-probability sampling. Data were collected through a five-point Likert questionnaire, interviews, documentation, and observation, and processed using SPSS version 26. Instrument testing covered validity and reliability, followed by normality and heteroscedasticity tests, simple linear regression, the coefficient of determination, and a t-test. All 30 questionnaire items were valid because their item correlations exceeded the critical r value of 0.361. Reliability was high, with Cronbach's alpha values of 0.937 for service quality and 0.956 for customer satisfaction. Residuals met the normality criterion (Kolmogorov-Smirnov $p = 0.200$; Shapiro-Wilk $p = 0.113$), while the Glejser test indicated no heteroscedasticity ($p = 0.770$). The regression equation was $Y = 4.410 + 0.914X$. Service quality had a positive and statistically significant effect on customer satisfaction ($\beta = 0.900$; $t = 10.928$; $p < 0.001$), and $R^2 = 0.810$ indicated that 81.0% of the variation in customer satisfaction was explained by service quality. The findings emphasize service speed, employee friendliness and attitude, and service accuracy as operational priorities for strengthening customer satisfaction in a competitive coffee-shop environment.

Keywords: service quality; customer satisfaction; Food and Beverage Department; coffee shop; simple linear regression.

1. INTRODUCTION

The coffee-shop industry in Bandung has expanded alongside the growth of urban leisure culture, specialty coffee consumption, and social media oriented venue experiences. In such a competitive environment, customers evaluate not only beverage and food products but also the total service encounter, including waiting time, staff interaction, order accuracy, responsiveness, and the physical setting. Service quality therefore becomes an operational capability that can differentiate a coffee shop even when product categories and price ranges are relatively similar. Evidence from Indonesian coffee-shop research shows that service quality, store atmosphere, product quality, and customer satisfaction are closely connected to revisit and loyalty outcomes (Mu'tashim & Slamet, 2020; Afyani et al., 2023; Salsabillah et al., 2024).

Tanatap Coffee Braga Bandung operates in a highly visible commercial corridor and competes with established coffee brands such as Kopi Nako, Tuku, Fore Coffee, and Kopi Kenangan. The source study describes Tanatap Coffee Braga as operating since September 2024 at Jalan Braga No. 99-100, Sumur Bandung, Bandung, with approximately 30 employees

and a distinctive micro-tropical, photogenic interior concept. Service is delivered through several Food and Beverage Department touchpoints, so the quality of employee-customer interaction contributes directly to the experience that customers associate with the brand.

Service quality is commonly conceptualized as the customer's evaluation of service performance relative to expectations. The SERVQUAL tradition organizes the construct into tangibles, reliability, responsiveness, assurance, and empathy, dimensions that remain influential in hospitality and food-service research (Parasuraman et al., 1985). Later work has emphasized that customers form service-quality judgments hierarchically by integrating interaction quality, physical-environment quality, and outcome quality (Brady & Cronin, 2001). In restaurants and coffee shops, this broader perspective is relevant because service is produced and consumed through a combination of employee behavior, process efficiency, physical cues, and the accuracy of the delivered order (Rajput & Gahfoor, 2020; Choi, 2023).

Customer satisfaction represents a post-consumption evaluation in which perceived performance is compared with expectations and desired outcomes. Expectancy-disconfirmation theory explains why favorable performance relative to expectations produces higher satisfaction, whereas unfavorable discrepancies reduce it (Oliver, 1980). In contemporary food-service settings, satisfaction is also influenced by service atmosphere, perceived value, and the convenience of the total experience (Zibarzani et al., 2022). The managerial relevance is substantial because satisfaction is consistently associated with repeat patronage, favorable word of mouth, and loyalty in service businesses (Slack et al., 2020; Abdichianto & Ruslim, 2024)

The source manuscript reports monthly customer visits totaling 66,000 observations for the recorded annual period, with an average of 5,500 visits per month. Visits increased from January through May, declined slightly in June, rose again in July and August, and then decreased from September to December. These fluctuations make service performance an important managerial issue because inconsistent service may reduce the ability of an attractive physical concept to convert visits into positive evaluations and repeat patronage.

Empirical studies provide mixed but generally supportive evidence regarding the role of service quality. Research on coffee shops in Bogor and Bandung identifies a positive association between service quality and customer satisfaction (Mu'tashim & Slamet, 2020; Utari et al., 2023). Studies in other food-service settings similarly show that employee service quality, reliability, tangibility, responsiveness, and assurance can shape satisfaction and subsequent behavioral intentions (Slack et al., 2020; Rajput & Gahfoor, 2020; Zhong & Moon,

2020). Nevertheless, context matters: atmosphere, coffee quality, price fairness, and brand image may also explain satisfaction, and some studies find that service quality becomes nonsignificant when these factors are modeled simultaneously (Saputra et al., 2024). This variation supports site-specific testing at Tanatap Coffee Braga.

Accordingly, this study focuses on a parsimonious relationship: the effect of Food and Beverage Department service quality on customer satisfaction at Tanatap Coffee Braga Bandung. The study contributes localized evidence from a recently established coffee-shop operation in the Braga tourism and commercial area. It also offers practical information for managers who need to prioritize service speed, staff attitude, and service accuracy while maintaining the experiential appeal of the venue. The hypothesis is: H1 - Food and Beverage Department service quality has a positive and significant effect on customer satisfaction at Tanatap Coffee Braga Bandung.

Customer Visit Pattern

Table 1. Monthly Customer Visits at Tanatap Coffee Braga.

Month	Number of Customer Visits	Increase/Decrease
January	5,200	-
February	5,300	+1.92%
March	5,400	+1.89%
April	5,500	+1.85%
May	5,600	+1.82%
June	5,550	-0.89%
July	5,700	+2.70%
August	5,800	+1.75%
September	5,600	-3.45%
October	5,500	-1.79%
November	5,450	-0.91%
December	5,400	-0.92%
Total	66,000	
Average	5,500	

Source: Internal data reported in the source manuscript.

2. LITERATURE REVIEW

Service Quality in Food and Beverage Operations

Service quality in a Food and Beverage Department is expressed through the consistency with which employees and operating systems deliver the promised experience. Responsiveness is visible in order-taking speed and complaint handling; reliability is reflected in accurate preparation and delivery; assurance is supported by employee competence and communication; empathy appears in individualized attention; and tangibles include cleanliness, equipment, uniforms, and the overall service environment. Restaurant-specific research confirms that the quality of staff contact and the physical environment can affect satisfaction

and revisit intentions, although the relative importance of each dimension differs across formats and customer groups (Rajput & Gahfoor, 2020; Bichler et al., 2021; Salsabilla & Taslim, 2025).

The source manuscript uses three operational indicators for the service-quality variable: service speed, employee friendliness and attitude, and service accuracy. These indicators are narrower than the full SERVQUAL framework but directly represent the customer-facing activities emphasized in daily Food and Beverage Department operations. A focused indicator set is reasonable for a small-sample operational study provided that instrument validity and reliability are demonstrated, which the present study assesses before estimating the regression model.

The original material contains two direct quotations. In accordance with the instruction to preserve quotations, their wording is retained without translation or alteration: (a) **According to Yamit (2020:24)**, “service quality is explained as a comparison between customer expectations and the performance of service quality.” And (b) **According to Kasmir (2021:47)**, “service quality is an action or conduct performed by an individual or an organization to provide satisfaction to customers, fellow employees, and management.”

These statements are consistent with the broader expectation-performance logic of service-quality theory. In the present study, they are retained verbatim because they were direct quotations in the source manuscript; the surrounding analytical discussion is presented in English.

Customer Satisfaction

Customer satisfaction is an evaluative response to the consumption experience. In a coffee shop, the evaluation may incorporate product taste, staff behavior, waiting time, accuracy, cleanliness, convenience, and atmosphere. The central logic is comparative: customers interpret current performance against prior expectations or standards (Oliver, 1980). When the service process is reliable and responsive, uncertainty and effort are reduced, increasing the likelihood that customers will evaluate the encounter positively.

Customer satisfaction in coffee shops is particularly sensitive to the combined effect of functional and experiential cues. Indonesian studies show that service quality may operate alongside product quality, store atmosphere, location, perceived value, and brand image (Afyani et al., 2023; Jatmiko et al., 2023; Salsabillah et al., 2024). This does not diminish the importance of service quality; rather, it suggests that a strong service process is one component of a wider value proposition. The present model isolates service quality to quantify its direct explanatory relationship with customer satisfaction at Tanatap Coffee Braga.

Relationship between Service Quality and Customer Satisfaction

Service quality is expected to influence satisfaction because it determines how efficiently and respectfully customers move through the service process. In food-service businesses, a customer can receive a high-quality product and still report dissatisfaction if ordering is slow, employees are unhelpful, or mistakes are not corrected. Conversely, prompt and accurate service can strengthen the perceived value of the same product. Evidence from supermarkets, restaurants, food trucks, and coffee shops consistently demonstrates a positive service quality-satisfaction pathway, although the magnitude varies by context (Slack et al., 2020; Bichler et al., 2021; Zibarzani et al., 2022; Utari et al., 2023).

For Tanatap Coffee Braga, the relationship is operationally important because the venue's visual and spatial concept may attract first-time visits, while service execution can shape whether those visitors evaluate the experience as satisfying. The hypothesis therefore tests whether variation in customers' assessment of Food and Beverage Department service quality is statistically associated with variation in their satisfaction scores.

3. RESEARCH METHOD

This study used a quantitative descriptive-correlational survey design at Tanatap Coffee Braga Bandung. Data collection was conducted for approximately eight weeks. The population was described in the source manuscript in relation to an average of 5,500 customer visits per month; because a complete customer sampling frame was unavailable and individual visitors changed continuously, non-probability sampling was applied. The analyzed sample consisted of 30 respondents who were available and met the study's customer criteria during the data-collection process.

The source manuscript uses both the terms purposive sampling and selection based on respondent availability. To avoid changing the underlying procedure, this article reports the study conservatively as non-probability customer sampling and retains the final sample size of 30. Data were collected through a questionnaire, interviews, documentation, and observation. No verbatim interview transcript or interview-result quotation is contained in the submitted source file; consequently, no interview statement has been invented, summarized as a direct quote, or altered in this article.

The main instrument was a closed-ended questionnaire using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Service quality (X) contained 15 items representing service speed, employee friendliness and attitude, and service accuracy, contextualized to the Food and Beverage Department. Customer satisfaction (Y) contained 15

items representing satisfaction with products, satisfaction with service, and overall satisfaction. The questionnaire was distributed through Google Forms and social-media channels, as reported in the source manuscript.

Instrument validity was tested using Pearson product-moment item correlations. With $n = 30$ at the 5% significance level, the critical r value used in the source analysis was 0.361; an item was considered valid when its observed r exceeded 0.361. Internal consistency was assessed with Cronbach's alpha using a threshold of 0.70. These procedures were completed before the regression analysis.

The statistical analysis was conducted in SPSS version 26 and included descriptive examination, residual normality testing using Kolmogorov-Smirnov and Shapiro-Wilk statistics, a Glejser test for heteroscedasticity, simple linear regression, the coefficient of determination (R Square), and a t-test for the regression coefficient. The simple regression model was specified as $Y = a + bX$, where Y denotes customer satisfaction and X denotes service quality. Statistical significance was evaluated at $\alpha = 0.05$.

Because the design is cross-sectional and based on a small non-probability sample, the word 'effect' in the title and hypothesis refers to the estimated regression relationship within the observed sample rather than definitive temporal causality. This interpretive caution does not change any coefficient, significance value, or conclusion reported in the source analysis.

Table 2. Operationalization of Research Variables.

Variable	Main Indicators	Items	Scale
Service Quality (X)	Service speed; employee friendliness and attitude; service accuracy	15	Likert 1-5
Customer Satisfaction (Y)	Product satisfaction; service satisfaction; overall satisfaction	15	Likert 1-5

Source: Adapted from the research instrument described in the source manuscript.

4. RESULTS AND DISCUSSION

Validity Test

All service-quality and customer-satisfaction items exceeded the critical r value of 0.361, indicating that every questionnaire item met the validity criterion used in the source study. Service-quality item correlations ranged from 0.562 to 0.856, while customer-satisfaction item correlations ranged from 0.739 to 0.867. The full values are retained below because they form part of the original empirical results.

Table 3. Validity Test Results.

Indicator	Observed r	Critical r	Decision
X1	0,697	0,361	Valid
X2	0,812	0,361	Valid
X3	0,562	0,361	Valid
X4	0,721	0,361	Valid
X5	0,735	0,361	Valid
X6	0,625	0,361	Valid
X7	0,799	0,361	Valid
X8	0,856	0,361	Valid
X9	0,803	0,361	Valid
X10	0,737	0,361	Valid
X11	0,673	0,361	Valid
X12	0,816	0,361	Valid
X13	0,844	0,361	Valid
X14	0,711	0,361	Valid
X15	0,817	0,361	Valid
Y1	0,857	0,361	Valid
Y2	0,847	0,361	Valid
Y3	0,747	0,361	Valid
Y4	0,760	0,361	Valid
Y5	0,780	0,361	Valid
Y6	0,780	0,361	Valid
Y7	0,798	0,361	Valid
Y8	0,866	0,361	Valid
Y9	0,739	0,361	Valid
Y10	0,782	0,361	Valid
Y11	0,843	0,361	Valid
Y12	0,764	0,361	Valid
Y13	0,867	0,361	Valid
Y14	0,804	0,361	Valid
Y15	0,740	0,361	Valid

Source: SPSS data, 2026.

Reliability Test

Cronbach's alpha was 0.937 for Service Quality (X) and 0.956 for Customer Satisfaction (Y). Both values were well above the 0.70 criterion applied in the source study, supporting the internal consistency of the 15-item scales. High reliability is useful for a regression analysis based on composite scores, although future studies with larger samples should also assess dimensional structure rather than relying solely on alpha.

Table 4. Reliability Test Results.

Variable	Number of Items	Cronbach's Alpha	Decision
Service Quality (X)	15	0.937	Reliable
Customer Satisfaction (Y)	15	0.956	Reliable

Source: SPSS data, 2026.

Classical Assumption Tests

The residual normality results were satisfactory. The Kolmogorov-Smirnov significance value was 0.200 and the Shapiro-Wilk significance value was 0.113, both exceeding 0.05. The regression residuals therefore met the normality decision rule reported in the source manuscript. The Glejser test produced $t = -0.296$ and $p = 0.770$ for the service-quality predictor. Because p exceeded 0.05, the source analysis concluded that there was no evidence of heteroscedasticity.

Table 5. Normality and Heteroscedasticity Results.

Test	Statistic	df	p	Interpretation
Kolmogorov-Smirnov	0.128	30	0.200	Residuals normally distributed
Shapiro-Wilk	0.944	30	0.113	Residuals normally distributed
Glejser - Service Quality	$t = -0.296$	-	0.770	No heteroscedasticity indicated

Source: SPSS data, 2026.

Simple Linear Regression and Hypothesis Test

Simple linear regression produced a constant of 4.410 and an unstandardized service-quality coefficient of 0.914, yielding the equation $Y = 4.410 + 0.914X$. The positive coefficient indicates a direct positive association: for each one-unit increase in the service-quality score, the customer-satisfaction score is predicted to increase by 0.914 units within the measurement scale used in this study. The standardized beta coefficient was 0.900.

The service-quality coefficient was statistically significant, with $t = 10.928$ and $p = 0.000$ in the SPSS output (reported conventionally as $p < 0.001$). The calculated t value exceeded the critical t value of 2.048, so H_0 was rejected and H_1 was accepted in accordance with the original decision rule. This result supports the hypothesis that Food and Beverage Department service quality has a positive and significant effect on customer satisfaction at Tanatap Coffee Braga Bandung.

Table 6. Simple Linear Regression and t-Test.

Predictor	B	Std. Error	Beta	t	p
Constant	4.410	5.486	-	0.804	0.428
Service Quality	0.914	0.084	0.900	10.928	0.000

Dependent variable: Customer Satisfaction. Source: SPSS data, 2026.

Coefficient of Determination

The model produced $R = 0.900$, $R \text{ Square} = 0.810$, adjusted $R \text{ Square} = 0.803$, and a standard error of the estimate of 3.712. $R \text{ Square}$ indicates that 81.0% of the observed variation in customer satisfaction was explained by service quality in this one-predictor sample model, while 19.0% remained associated with variables and random variation outside the model. The magnitude is high, but it should be interpreted in the context of the small, single-site sample and the use of self-reported measures.

Table 7. Model Summary.

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.900	0.810	0.803	3.712

Source: SPSS data, 2026.

Discussion

The positive regression result indicates that customer evaluations of the Food and Beverage Department move closely with customer satisfaction at Tanatap Coffee Braga. This is theoretically consistent with SERVQUAL and expectation-disconfirmation logic: speed, friendly interaction, and service accuracy reduce effort and uncertainty while helping the delivered experience meet or exceed customer expectations (Parasuraman et al., 1988; Oliver, 1980). The standardized beta of 0.900 and $R \text{ Square}$ of 0.810 show that the relationship was very strong in this sample.

The finding is consistent with Indonesian coffee-shop evidence. Mu'tashim and Slamet (2020) found that service quality contributes to coffee-shop customer satisfaction in Bogor, while Utari et al. (2023) reported a positive and significant effect in a Bandung coffee-shop setting. Jatmiko et al. (2023) likewise identified service quality as a significant predictor of customer satisfaction. More recent studies show that service quality remains relevant but interacts with coffee quality, atmosphere, price, location, and brand-related evaluations (Afyani et al., 2023; Saputra et al., 2024; Salsabillah et al., 2024).

Service speed is particularly important in the Food and Beverage Department because waiting is experienced directly as a cost. A visually attractive coffee shop may generate demand, but prolonged ordering, preparation, or complaint-resolution processes can undermine the positive effect of the atmosphere. Restaurant research indicates that staff service and process attributes remain important elements of satisfaction and revisit behavior (Rajput & Gahfoor, 2020; Bichler et al., 2021). At Tanatap Coffee Braga, operational monitoring should therefore include order-to-delivery time, queue conditions, complaint response time, and peak-hour service capacity.

Employee friendliness and attitude provide the relational component of service quality. In a hospitality environment, customers interpret tone of voice, attentiveness, courtesy, product knowledge, and willingness to help as signals of respect and assurance. These signals are especially salient when customers ask about menu options, request customization, or experience order problems. The managerial task is not simply to instruct employees to be friendly, but to establish behavioral standards that can be applied consistently during busy and quiet periods.

Service accuracy provides the reliability component. Incorrect orders, missing items, billing errors, or inconsistent information can create dissatisfaction even when the physical environment is appealing. The empirical coefficient in the present study cannot isolate the independent contribution of each service indicator because service quality was analyzed as one composite predictor. Nonetheless, the theoretical literature suggests that reliability and responsiveness frequently emerge as important service dimensions in food-service contexts (Slack et al., 2020; Choi, 2023; Salsabilla & Taslim, 2025).

The high R Square should not be interpreted to mean that service quality is the only determinant of satisfaction. The source manuscript itself identifies price, ambience, and location as plausible factors outside the model. Research supports this caution: coffee-shop satisfaction may also reflect product quality, perceived value, brand image, and servicescape (Afyani et al., 2023; An et al., 2024; Salsabillah et al., 2024). The 81.0% estimate is therefore best read as the explanatory strength of service quality within this specific sample and instrument, rather than a universal proportion applicable to all Tanatap Coffee customers.

The customer-visit data reinforce the practical relevance of consistent service. Average monthly visits were 5,500, but the source data show increases and decreases across the year. These descriptive fluctuations cannot be causally attributed to service quality because the study did not link monthly service scores to monthly visitor counts. They do, however, show that management operates in a dynamic demand environment where maintaining satisfaction may help stabilize repeat visits when competition intensifies.

For management, three priorities follow from the results. First, define and monitor service-time standards at ordering, payment, preparation, delivery, and complaint handling. Second, maintain employee communication and hospitality training, particularly for menu knowledge and service recovery. Third, use recurring customer feedback to identify specific failure points instead of treating the overall satisfaction score as sufficient. These actions align

with service-design research emphasizing that satisfaction improves when service processes anticipate customer needs and reduce friction (Wenninger et al., 2022).

The service-quality result can also be interpreted from the perspective of encounter management. Coffee-shop service is produced in real time and frequently under uncertain demand. The same employee may need to receive orders, answer product questions, coordinate with baristas, solve payment problems, and respond to customer requests in a short period. Under such conditions, standard operating procedures are useful only when they are supported by sufficient staffing, clear role allocation, and employee discretion for service recovery. A high-quality encounter therefore reflects both individual behavior and the design of the operating system. This distinction is important for Tanatap Coffee Braga because performance improvement should not be reduced to asking employees to work faster; workflow, queue design, communication between front-of-house and production, and digital ordering support should also be reviewed.

The physical environment may strengthen or weaken the perceived value of service. Tanatap Coffee Braga is positioned around a distinctive micro-tropical and Instagrammable concept, which can raise expectations before the service encounter begins. Servicescape research shows that environmental cues influence affective responses and behavioral intentions, particularly in hospitality settings where customers remain on site for an extended period (An et al., 2024). When an attractive environment is paired with slow or inaccurate service, the contrast between visual expectations and operational delivery may become more salient. Conversely, reliable service can help customers interpret the physical concept as part of a coherent brand experience rather than as decoration separated from functional performance.

The result is also relevant to service recovery. Errors are difficult to eliminate completely in a busy Food and Beverage Department, so customer satisfaction depends partly on what happens after a failure. An incorrect order, unavailable menu item, delayed beverage, or billing discrepancy can still end in a satisfactory evaluation when employees acknowledge the problem, communicate clearly, and offer a timely solution. This logic is consistent with the broader service-design literature, which emphasizes responsiveness to customer needs and the reduction of friction across the service journey (Wenninger et al., 2022). Future operational measurement at Tanatap Coffee could therefore distinguish between routine service performance and recovery performance instead of combining all customer-facing behavior into a single score.

Another implication concerns employee knowledge. Friendliness alone may not be sufficient when customers expect staff to explain menu ingredients, coffee profiles, preparation methods, dietary options, or promotional conditions. Assurance is created when employees appear competent as well as courteous. Training should consequently combine hospitality behavior with product knowledge and problem-solving practice. Short pre-shift briefings can be used to communicate unavailable items, changes in recipes, current promotions, expected peak periods, and role assignments. Such routines may improve the consistency of answers given to customers and reduce avoidable service errors caused by incomplete information.

The findings should also be considered alongside the economics of customer waiting. In a coffee shop, waiting time is not always perceived negatively because customers may be socializing, working, or enjoying the environment. The critical issue is whether the wait is understood and considered reasonable. Communication can therefore moderate the experience of delay. Customers who receive clear information about preparation time or queue conditions may evaluate the same objective wait more positively than customers who receive no explanation. For management, this suggests that service speed and communication quality should be monitored together rather than treated as unrelated dimensions.

Digital touchpoints are increasingly relevant even in an on-premise coffee-shop setting. Customers may discover the venue through social media, check Google reviews, access menus through QR codes, pay digitally, or post evaluations immediately after the visit. Restaurant research based on online reviews demonstrates that service, food, and atmosphere are visible in digital customer narratives and can influence how future customers form expectations (Zibarzani et al., 2022). Tanatap Coffee Braga can use this information as a low-cost diagnostic complement to periodic questionnaires. Repeated complaints about waiting, order accuracy, staff responsiveness, or cleanliness can be categorized and compared over time to identify operational patterns that may not be visible in aggregate satisfaction scores.

The strong service quality-satisfaction relationship also has implications for employee performance management. If customer satisfaction is treated as an outcome of the entire service system, individual employees should not be evaluated solely on speed or sales volume. Balanced indicators can include accuracy, complaint resolution, customer feedback, teamwork, cleanliness, and adherence to service standards. This reduces the risk that pressure for speed creates new errors or discourages helpful interaction. Managerial coaching can then focus on the combination of efficiency and hospitality that is central to a Food and Beverage Department.

From a competitive perspective, Tanatap Coffee Braga operates in a market where customers can easily compare alternatives. Studies of Indonesian coffee shops indicate that loyalty and satisfaction emerge from several interacting attributes rather than one isolated factor (Mu'tashim & Slamet, 2020; Afyani et al., 2023; Saputra et al., 2024). The present result therefore provides a strong reason to protect service quality but not to neglect coffee quality, price fairness, location convenience, and atmosphere. A practical strategy is to use service quality as the controllable operational foundation while continuously testing whether the broader value proposition remains relevant to the target market.

The study also has limitations that should guide interpretation. The sample contains only 30 respondents and uses non-probability sampling at a single coffee shop, which limits statistical generalization. The cross-sectional design does not establish temporal causality. The service-quality construct is modeled as one composite predictor, so the individual effects of tangibles, reliability, responsiveness, assurance, empathy, speed, friendliness, and accuracy are not estimated separately. Future studies should use larger samples, multi-site designs, and multiple regression or structural equation modeling to compare service quality with price, product quality, ambience, perceived value, and revisit intention.

5. CONCLUSIONS AND RECOMMENDATIONS

Food and Beverage Department service quality had a positive and significant effect on customer satisfaction at Tanatap Coffee Braga Bandung. The regression analysis produced $Y = 4.410 + 0.914X$, a standardized beta of 0.900, $t = 10.928$, and $p = 0.000$, leading to rejection of H_0 and acceptance of H_1 under the original decision rule. R Square of 0.810 indicates that 81.0% of the observed variation in customer satisfaction was explained by service quality within the sample, while 19.0% was associated with factors outside the model.

Tanatap Coffee Braga should maintain and improve service speed, order accuracy, employee friendliness, and the ability of staff to provide clear menu information. Management is also encouraged to conduct regular service evaluations using customer feedback and to align staff development with tangible, reliability, responsiveness, assurance, and empathy principles. The venue's distinctive atmosphere should be supported by consistent service execution so that the physical experience and human interaction reinforce one another. Future research should test the model with larger samples and include product quality, price, ambience, location, loyalty, and actual revisit behavior.

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