Importance-Performance Analysis (IPA) Implementation: Preference Analysis of Young Consumers of PengenKopi (Case Study on Young Consumer's of PengenKopi in Batam City)

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Abstract — **This study aims to analyze the attributes that are considered important by young consumers when they are going to buy in Pengkopi Coffee Shop, attributes that are considered to have good performance by consumers and also attributes that are considered appropriate between the interests and performance of young consumers when they will buy coffee. The type of research in this research is descriptive quantitative research. The descriptive method begins by collecting data from the field which aims to get an overview and explanation of the phenomena of events that occur today. This research is located in the Coffee Shop or Coffee Shop Pengkopi in Batam City, Riau Islands which is the location for distributing research questionnaires widely. The sampling technique used is non-probability sampling with the technique taken is purposive sampling. The sample in this study were 200 respondents, namely consumers from Pengkopi Batam who had come directly to coffee shops. The analysis of this research is carried out by means of performance-interest analysis (IPA) to rankvarious service attributes and identify what actions the company needs to take. The results show that the attributes that are considered very important by consumers when they will make a purchase of Coffee Shop are attributes of coffee taste, coffee prices, coffee flavor variants, physical coffee menus, menu presentation, convenience, menu size/volume, information and service menu. Meanwhile, the important category according to the respondents is the benefits of coffee in Pengkopi. Attributes that are considered to have very good performance by consumers when they are going to make a purchase of coffee at Pengkopi are the taste of coffee, coffee prices, physical appearance, comfort, size/volume, menu information and services at Pengkopi. Meanwhile, those that are categorized as good or satisfied are the taste variants, the benefits of coffee and the presentation of the menu at the Coffee Shop. Attributes that are considered appropriate between the interests and performance of consumers when they are going to make a purchase of coffee at the Kopi are the services provided by the Coffee Maker.**

Keywords — *Importance Performance Analysis (IPA), Young Consumers, Pengkopi Coffee Shop, Batam.*

1.   Introduction

The culture of drinking coffee has been part of Indonesian society for a long time. Over time, the culture of drinking coffee has become a lifestyle for most Indonesians (Solikatun et al., 2018). According to Maharani et. al. (2018), the culture of drinking coffee which has shifted into a lifestyle in Indonesia is influenced by the trend of the third wave or third wave coffee, consumers already assume that coffee is an artisan drink, so the quality and origin of the coffee beans are very important. The coffee business is predicted to continue to grow. The Center for Data and Information Systems at the Ministry of Agriculture stated that in 2016 alone, national coffee consumption had reached 249,800 tons. In 2018, this number increased to 314,400 tons. Quoted from Bisnis.com, the coffee shop business in Indonesia is predicted to reach 15% – 20%. This figure is up when compared to 2018 which only reached 8% – 10%. Remarkably, although the number on the coffee business trend is already quite high, the figure is predicted to continue to rise. In 2021, coffee consumption is predicted to reach 370,000 tons (GoBiz, 2019).

Pengkopi is a coffee shop in Batam City that carries the concept of Indonesian coffee by presenting contemporary coffee menus. Pengkopi was established on January 7, 2020, which is located at Botania Garden Blok D1 No 11-12. Kopinkopi focuses on modern coffee drinks with the method of brewing using an espresso machine

using 100% local coffee beans. Consumers are the central point in every marketing process. By learning what consumers want and need will guide a marketer in taking appropriate and efficient policies/strategies. Consumer studies provide clues for improving and introducing a product or service, setting prices, planning channels, crafting messages, and developing other marketing activities. Young consumers are potential consumers with an age range of 18-30 years (Rašković et al., 2020) which can become a large and growing market.

One of the methods used to determine the marketing strategy is to perform Importance-Performance Analysis (IPA). Importance-Performance Analysis (IPA) is one method that can be used in analyzing consumer preferences through the attributes of the services offered. The IPA method is also a way for companies to see what service attributes are considered important and are considered to have good performance by consumers (Ormanovic et al., 2017). Seeing the problems faced by the Copywriter regarding not achieving the targets that have been set, this becomes an interesting practical gap to study. Based on the results of several previous studies, it can be concluded that the IPA method is able to analyze and explain which attributes are considered important by consumers and are considered to have had good performance or not. Problems regarding the marketing of Copywriters are considered important for researchers considering the large opportunities that need to be taken by Copywriters and need to be optimized.

2. LITERATURE REVIEW

2.1. Previous Research

The first previous research was research conducted by Hardiansyah (2019) entitled "Customer Satisfaction on Original Coffee Shop 107 Yogyakarta Using the Importance Performance Analysis Method". The purpose of this study was to determine (1) the quality of service at the Original Coffee Shop 107 Yogyakarta and (2) the level of customer satisfaction at the Original Coffee Shop 107 Yogyakarta with a sample of 100 people in descriptive analysis and the importance performance analysis method using SPSS assistance. There are seventeen attributes that will be used to measure service quality and customer satisfaction levels. The results of this study found (1) the quality of service at Original Coffee Shop 107 Yogyakarta is quite good, (2) that of the seventeen attributes, there are four attributes that need to be improved. Two attributes that must be maintained. Six attributes are still balanced performance with the interests of consumers. Five attributes of higher performance of the interests of consumers.

The second research is research conducted by Rahmanisa and Sadeli (2016) entitled "Consumer Satisfaction with the Quality Attributes of Coffee Drinks at Java Preanger Coffee House Bandung". The results of the study of 62 respondents showed that (1) consumers were dominated by men, with undergraduate education, aged 25-30 years, self-employed, living in the city of Bandung and earning Rp. 5,000,000 per month; (2) Based on the results of IPA calculations, attributes that have high importance and satisfactory performance include attributes of taste, quality, raw materials, comfort of the place and service. (3) The results of the calculation of the consumer satisfaction index show that consumers are satisfied with the overall product quality attribute performance.

The third study was conducted by Ranitaswari et al. (2018) entitled "Analysis of Consumer Satisfaction on Coffee Product Quality and Service Quality Using the Importance Performance Analysis Method (Case Study at Geo Coffee)". The results showed that the attribute with the highest level of consumer satisfaction for product quality was the coffee taste characteristic based on the cafe brand with a conformity level of 101.95 %. The attribute with the lowest level of conformity is the constant (stable) coffee taste for each presentation according to the level of conformity of 82.52 %. The attribute with the highest level of consumer satisfaction on service quality is the speed in responding to consumer complaints and problems with a conformity level of 120,34 %. The attribute with the lowest level of customer satisfaction for service quality is that the waiter provides the right service and handling for customer needs with a suitability level of 80.05 %. The attributes that must be prioritized for the product are a constant (stable) taste of coffee in each serving and the sweet taste of coffee. The attribute that must receive service priority is that the process of making menu orders at Geo Coffee is carried out quickly.

The fourth study was conducted by Ferreira et al. (2015) entitled "Importance-Performance Analysis Applied to a Laboratory Supplies and Equipment Company". The results show that CSF: Price Competitiveness and Strategic Management The company is in a good position in the quadrant so it is recommended that the company maintain this performance.

The fifth research conducted by Dabestani et al. (2016) emerald insight entitled "Importance-Performance Analysis of Service Quality Dimensions for the Customer Groups Segmented by DEA (the Case of Four Star Hotels)" aims to compare and differentiate preferences customers with different personality traits and to provide guidance to hoteliers regarding aspects of service that need to be focused on which customers need attention as soon as possible. The results show that this research is an attempt to provide a clearer picture of the factors that have a more important role in improving service quality from customer data about their feelings of being used as well as their attitudes towards service in order to separate them into two homogeneous groups regarding the level of service. their expectations and perceptions of the service.

2.2. Definition of Marketing (Marketing)

According to Wilardjo (2016) marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering, and exchanging things of value with one another. According to Saputra and Putri (2022) Marketing is a function that has the greatest contact with the external environment even though the company only has limited control over the external environment. Based on the understanding of marketing according to several experts, it can be concluded that marketing is a process where a person or group can get what they want with the aim of meeting needs, namely in the form of products or services.

2.3. Understanding Marketing Management

Understanding Marketing Management according to Rinandiyana and Badriatin (2020), is "Marketing management is an activity of analyzing, planning, implementing, and controlling programs made to establish, build, and maintain profits from exchange through target markets in order to achieve organizational goals (companies) in long-term". In the marketing management function there is an analysis activity, namely an analysis carried out to find out the market and its marketing environment, so that it can be obtained how big the opportunity to seize the market and how big the threat that must be faced (Wahyujatmiko & Yon Hadi, 2018). From several definitions of marketing management, it can be interpreted that marketing management is an activity in the process of analyzing, planning, implementing, and controlling as well as coordinating everything in the implementation of an organization.

2.4. Service

According to Yanto and Nefertari (2020) states that service is an activity that intangible and does not result in ownership of anything. It can be concluded from the definition of service, service is an economic activity that is carried out by interacting with consumers but there is no transfer of ownership. The characteristics of services according to Kotler and Keller (2016a) are as follows:

1. Intangibility (intangibility) Unlike physical products, services cannot be seen, tasted, touched, heard, or smelled before they are purchased.
2. Inseparability Usually services are produced and consumed simultaneously. This does not apply to physical goods that are produced, held in stock, distributed through many sellers, and consumed later. If someone provides the service, the provider is part of that service. Because the client is also present at the time the service is rendered, client provision interactions are a distinctive feature of service marketing.
3. Variability Because it depends on who provides it and when and where it is provided, services vary widely.
4. Persihability (not durable) Services cannot be stored. The deer's easy nature of services will not be a problem if demand continues to run smoothly.

From the four service characteristics, it can be concluded that:

a) Service quality is more difficult to evaluate than product quality, so the characteristics used to evaluate service quality are complex.
b) Consumers not only evaluate service quality based on the final result, but also consider the process of service delivery.
c) Perceptions of service quality arise from the extent to which service delivery provides the services expected by consumers.

2.5. Consumer behavior

Consumer behavior is the actions, processes, and social relationships that individuals, groups, and organizations take in obtaining and using a product or other as a result of their experiences with products, services, and other sources (Putri, 2017). Qazzafi (2019) suggest that consumer behavior can be defined as a decision-making process and individual physical activity involved in the process of evaluating, obtaining, using or being able to use goods and services. From several definitions of consumer behavior, it can be concluded that consumer behavior is an action taken by a person or group directly with the aim of obtaining and using an item or service to fulfill their needs and desires.

According to Silalahi and Purba (2021), there are four factors main factors that influence making a purchase are as follows:

1. Cultural factors
   a. Culture is the collection of basic values, perceptions, desires, and behaviors that members of society learn from their families and other institutions.
   b. Sub-culture The division of culture into cultural groups based on horizontal factors, namely based on nationality, religion, group, race and geographical area.
   c. Social Class The division of community groups based on horizontal factors, which are relatively permanent and tiered where members share the same values, interests and behavior. The groups formed in this social class will have different strata and have different orientations and behaviors.
2. Social factors
   a. Groups are two or more people who interact on the basis of common activities to achieve personal goals or common goals.
   b. Family The most dominant social group in influencing consumer behavior, especially in people who have a family culture.
   c. Role and status A person's position in each group or in the environment.
3. Personal factor
   a. Age and stages in the life cycle Influence what they buy and how they buy.
   b. Economic situation Those who are economically good will have many choices, while those who are not economically good will have limited choices.
   c. Work Activities in work, work environment, mobility and characteristics will affect them in buying products
   d. Lifestyle is a person's pattern in life which is reflected in his activities, interests and opinions in something.
   e. Personality A set of unique psychological characteristics that consistently influence the way a person responds to situations around him.
4. Psychological factors
   a. Motivation The urge that exists within a person to do or not do something.
   b. Perception Where people select, organize, and interpret information to form a meaningful picture of the world.
   c. Learning Changes in a person's behavior due to experience. Learning occurs through the interaction of drives, stimuli, cues, responses and reinforcement.
   d. Beliefs and attitudes A pattern that is organized through knowledge and then held by the individual as a truth in his life.

2.6. Perception

Jumiaty (2021) defines perception as a process taken by individuals to organize and interpret or interpret their sensory impressions in order to give meaning to their environment. According to Setiadi (2015) the notion of perception is a cognitive process experienced by everyone in understanding information about their environment. through sight, hearing, appreciation, feeling and smell. The conclusion that can be drawn from the notion of perception is that in making a decision, consumers usually prioritize perception as a stepping stone in choosing a product. Perception is important because it can be an assessment for marketers for a product or service.

2.6.1. *Quality Perception*

Perception of quality according to Prabowo et al (2019) is a consumer's assessment of the quality of the product as a whole, with respect to the expected product characteristics. Perceived quality reflects the customer's feelings that are not visible and overall about a brand (Susanti, 2019). Shintaputri and Wuisan (2017) perceived quality is how the overall superiority of the product is based on the subjective evaluation of consumers. From these several definitions, it can be concluded that perceived quality is the customer's asset essment of the overall product quality.

2.6.2. *Price Perception*

Price perception is related to how price information is fully understood and gives deep meaning to consumers. Price perception becomes a consumer's assessment of the comparison of the amount of sacrifice with what will be obtained from products and services (Shintaputri & Wuisan, 2017). From some of these understandings, price perception is a form of assessment made by someone on the high and low of a product by looking at its quality and the price that must be paid to get a desired and needed product.

2.7.   Consumer Preference

Preferences show consumer preferences from a variety of available products (Suryana et al., 2019). Understanding consumer preferences aims to continue a sustainable marketing strategy so that the goods or services sold or marketed remain in demand by consumers. Consumer preference is a person's choice or interest in expressing whether he likes or dislikes a product (Simamora, 2014). According to Kotler and Keller (2016b), to determine the character of market segments can be done in one way, namely preference segments:

1. Homogeneous preferences, denotes a market where all customers have roughly the same preferences.
2. Preferences are scattered, which indicates that customers differ greatly in their preferences.
3. Preference groups, where the market shows different preference groups.

2.8.   Product

Products can be divided into three types, namely physical goods, services and ideas (Fitriany, 2022). Meanwhile, according to Lamb, et al (2001) "a product is anything, whether profitable or not, that is obtained by someone through exchange. According to Kotler & Armstrong (2013) Product attributes are components of product properties that can provide benefits such as those offered by a product. Simamora (2014) suggests the notion of product attributes are factors considered by buyers when buying products, such as price, quality, packaging, design, features (features), and service. According to Saulite (2022), product attributes are associations associated with the attributes of the brand, both those that are directly related to the product (product related attributes), or those that are not directly related to the product (non-product related attributes) which include price, user imagery, usage imagery, feelings, experiences, and brand personality. Based on the expert's understanding of the product attributes used in this study, the product attributes used in this study are taste, price, variety of flavors, benefits, physical appearance, presentation method, comfort of the place, size/volume of content, menu information and service.

3.   Research Methods
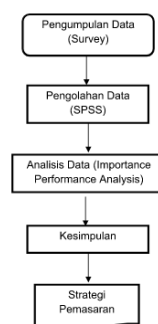
3.1.   Analysis Model

Figure 3.1. Analysis Model
Sources : **Data processed, 2020**

3.2.   Research Approach

The type of research in this research is descriptive research. The aim is to make a systematic, factual and accurate description or description of the facts, characteristics and relationships between the phenomena under study. In this study, the research population is all of the coffee consumers in Batam whose number is not limited. Based on the guidelines proposed by Roscoe (1975, as cited in Halim & Ishak, 2014), the minimum sample size is 10 x 1 variable = 10 respondents. However, because 10 respondents were deemed not representative of the population, the sample size used 10 x 20 statement items so that the minimum sample size was 200 people. The number of 200 respondents has been included in the rules for a reasonable sample size in a study as stated by Roscoe (1975, as cited in Halim & Ishak, 2014). In this study, the sampling technique used is non-probability sampling with a purposive sampling technique. From the number of samples used as respondents, with the following criteria:

a.   Copier Consumers aged 18-30 years
b.   Copying consumers who have visited the Copy shop at least 1 time

In obtaining the data, it is estimated that there are several sources of data used in this study, the sources of these data are: Primary data in this study were obtained and collected directly from respondents' answers through questionnaires to young consumers of Pengkopi. internet. In this study, secondary data sources came from books, articles downloaded from internet journals, and theses (previous research). The data in the study obtained from respondents through a questionnaire coded according to the Likert scale.

Table 3.1. Likert scale

Information		Score
Performance	*Importance*	
Very Dissatisfied	Very unimportant	1
Not satisfied	Not important	2
Neutral	Neutral	3
Satisfied	Important	4
Very satisfied	Very important	5

Sources : **Now(2006)**

3.3.   Operational definition

Table 3.2. Variable Operation

Variable	Items	Source
Importance (processed using the IPA (*Inportance-performance analysis) method*	• The level of importance of the taste attribute in the consideration of buying a product. • The level of importance of the price attribute in the consideration of buying a product. • The level of importance of the taste variant attributes in the consideration of buying a product. • The importance of the benefit attribute in the consideration of buying a product. • The importance of the physical appearance attribute in the consideration of buying a product. • The level of importance of the presentation method in the consideration of buying a product. • The level of importance of the convenience of place in the consideration of buying a product. • The importance of the size/volume attribute of content in the consideration of buying a product. • The level of importance of menu information attributes in the consideration of buying a product.	(Lingga & Sembiring, 2021)

	• The level of importance of service attributes in the consideration of buying a product.	
Performance (processed using the IPA method (*Importance-performance analysis)*	• The level of importance of the taste attribute in the consideration of buying a product. • The level of importance of the price attribute in the consideration of buying a product. • The level of importance of the taste variant attributes in the consideration of buying a product. • The importance of the benefit attribute in the consideration of buying a product. • The importance of the physical appearance attribute in the consideration of buying a product. • The level of importance of the presentation method in the consideration of buying a product. • The level of importance of the convenience of place in the consideration of buying a product. • The importance of the size/volume attribute of content in the consideration of buying a product. • The level of importance of menu information attributes in the consideration of buying a product. The level of importance of service attributes in the consideration of buying a product.	(Lingga & Sembiring, 2021)

Sources : **Data processed, 2020**

3.4. Data analysis method

3.4.1. Validity test

According to Ghozali (2016) a questionnaire can be said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Valid or not an instrument item can be known by comparing the correlation index of the Pearson moment product with a significance level of 5% as the critical value. The basis of the analysis used to test the validity is as follows (Ghozali, 2016), namely:

a. If $r_{count} > r_{table}$ then the item or variable is valid

b. If $r_{count} < r_{table}$ then the item or variable is not valid.

3.4.2. Reliability Test

Reliability is a number that shows the consistency of the measuring instrument in measuring the same object (Ghozali, 2016). The reliability test is useful for determining whether the instrument, in this case the questionnaire, can be used more than once, at least by the same respondent and will produce consistent data. Reliability testing can be carried out after all items in the questionnaire statement are declared valid. The method generally used to test reliability is the Cronbach Alpha method with coefficients ranging from 0 to 1. Mathematically, the instrument can be said to be reliable if the Cronbach Alpha is greater than 0.60.

3.5. Importance-Performance Analysis

The procedures or steps carried out in Importance - Performance Analysis (IPA) are:

1. Weighting Importance and Performance Importance-Performance Analysis using a Likert scale, using 5 ratings, each of which is given a score or weight as below

Table 3.3 Weighting Importance Level and Performance Level

	Answer Criteria	Score
Importance Score	Very unimportant	1
	Not important	2
	Neutral	3
	Important	4
	Very important	5

Performance Level Score *(Performance)*	Very Dissatisfied	1
	Not satisfied	2
	Neutral	3
	Satisfied	4
	Very satisfied	5

Sources : **Data processed, 2020**

2. Calculating the Correspondence Value between the Level of Interest and the Level of Performance

This level of conformity will determine the order of priority to which the Copier should receive the utmost attention. The formula used is (Lingga & Sembiring, 2021):

$$TKi = \frac{Xi}{Yi} \; x \; 100\% \qquad (1)$$

Information:

TKi = respondent's level of conformity
Xi = company performance appraisal score
Yi = importance rating score

If the weight of the level of performance is greater than or equal to the weight of the level of importance, it means that the level of performance of the product has met consumer expectations. However, if the weight of the performance level is less than the level of importance, it means that the performance is still below consumer expectations.

3. Cartesian chart

Importance-Performance Analysis (IPA) in its operation uses a matrix, namely the Cartesian Diagram. To describe it on a Cartesian diagram, the level of performance (performance) is represented on the horizontal axis (X), while the level of importance (importance) is represented on the vertical axis (Y). The formula used is as follows (Lingga & Sembiring, 2021):

$$\bar{X} = \frac{\sum Xi}{n} \qquad \bar{Y} = \frac{\sum Yi}{n} (2)$$

Information:

$\bar{X}$ = average score of work rate
$\bar{Y}$ = average score of importance
$\sum Xi$ = total number of performance scores
$\sum Yi$ = total number of importance scores
n = number of respondents

Then calculated $\bar{X}$(the average of the average score of the level of performance) and $\bar{Y}$(the average of the average score of the level of importance). The formula used is as follows (Lingga & Sembiring, 2021).

$$\bar{X} = \sum_{i=0}^{n} \frac{Xi}{k} \qquad \bar{Y} = \sum_{i=0}^{n} \frac{Yi}{k} (3)$$

Information:

k = number of service attributes/statements in the questionnaire given to respondents

The interpretation of the Importance-Performance Analysis is presented in the form of a graph that has four quadrants which will be shown in Table 3.4. The Y (Importance) axis shows the level of importance that consumers feel about the selected attributes, and the X (Performance) axis shows the performance of the product or service in relation to the product attributes.

Table 3.4. Importance-Performance Analysis Quadrant

Sources : **Martilla and James (1977) in Samantha Murdy et. al. (2012)**

4. Results and Discussion

4.1. Overview of Research Objects

Pengkopi is one of the coffee shops in Batam City that offers a modern-industrialist theme to its visitors. Coffee shoppers are committed to providing satisfaction and building closeness with their visitors. The closeness that is built is not only related to the transactional closeness but also the emotional closeness between the Coffee Maker and its customers. One of the efforts to build closeness with its customers is through the loyalty card program. Not only that, Pengkopi often provides exclusive deliveries to its very loyal customers. This is done to build emotional closeness with customers.

4.2. Analysis of Respondents Characteristics

The respondents of this study were 170 people with different characteristics. Coffee consumers who became respondents in this study were more women, namely 57% women and 43% men. The age of the respondents in this study varied, as many as 2 people under 18 years old, as many as 53 people or 31% aged 18-20 years, and the majority were aged 21-23 years with a percentage of 32%. The last education of the highest respondent was in high school/equivalent as many as 99 people or 58%. Then followed by respondents with an education level of S1/D4 with a percentage of 34%, Diploma at 6%, SMP at 1.2% and S2 at 0.6%. Respondents have a variety of different jobs, but the highest is private employees at 42.4 % and followed by students at 35.9% and self-employed at 7.6%. Meanwhile, the lowest were housewives and TNI/POLRI, which was 0.6 %. The monthly income of coffee consumers who are respondents in this research is different. A total of 49 people or 28.82% of respondents with an income of <Rp 1,000,000 per month, as many as 42 people or 24.71% of respondents with an income of Rp. 1,000,000 - Rp. 3,000,000 per month, as many as 41 respondents or by 22.35% with an income of Rp. 3. 000000-Rp5.000.000 per month and as many as 38 people or 22.35% of respondents earn more than Rp.5.000.000.

4.3. Distribution of Respondents' Answers

To determine the criteria for respondents' answers, it is necessary to interpret the average score as follows:

Table 4.1. Interpretation Score Average Score

Information		Average Score
Performance	**Importance**	
Very Dissatisfied	Very unimportant	1-1,8
Not satisfied	Not important	>1.8 – 2.6
Neutral	Neutral	>2.6 – 3.4
Satisfied	Important	>3.4 – 4.2
Very satisfied	Very important	>4.2 - 5

Source: **Noermijati, 2010**

4.3.1. Frequency Distribution of Performance Attribute Items (X)

In the Performance variable, there are 10 question items given to respondents to be answered. Respondents' answers can be seen in Table 4.2. following :

Table 4.2. *Item* Frequency Distribution of *Performance* Attributes

Items	5		4		3		2		1		Amount		Average
	f	%	f	%	f	%	f	%	f	%	Amount	%	
X1	99	58.2%	57	33.5%	13	7.6%	1	0.6	0	0%	170	100%	4.49
X2	80	47.1%	83	48.8%	7	4.1%	0	0%	0	0%	170	100%	4.43
X3	62	36.5%	74	43.5%	32	18.8%	2	1.2%	0	0%	170	100%	4.15
X4	50	29.4%	93	54.7%	27	15.9%	0	0%	0	0%	170	100%	4.14
X5	66	38.8%	90	52.9%	13	7.6%	1	0.6%	0	0%	170	100%	4.30
X6	53	31.2%	94	55.3%	21	12.4%	1	0.6%	1	0.6%	170	100%	4.16
X7	83	48.8%	68	40%	17	10%	2	1.2%	0	0%	170	100%	4.36
X8	60	35.3%	98	57.6%	11	6.5%	1	0.6%	0	0%	170	100%	4.28
X9	69	40.6%	83	48.8%	16	9.4%	2	1.2%	0	0%	170	100%	4.29
X10	96	56.5%	69	40.6%	4	2.4%	1	0.6	0	0,%	170	100%	4.53
MEAN													4.31

Source: **Primary Data Processed, 2021**

Performance (X) has 10 questions. Of the 10 question items, it is known that the highest average of 4.53 is "the service provided by Pengkopi Batam to consumers". This shows that respondents have a high tendency to assess the performance of the Copier service. The measurement is based on the high response of consumers in assessing service performance. Copier consumers in several aspects attach importance to the services offered by Copiers. Based on the interval value obtained in this study, it can be said that the mean value for the Performance variable (X) is 4,31 so that it is included in the "very satisfied" category (> 4.2 - 5). It can be said that the respondents considered very satisfied with the questions on the performance variable (X).

4.3.2. Item Frequency Distribution Attribute Importance (Y)

In the importance variable, there are 10 question items given to respondents to be answered. Respondents' answers can be seen in Table 4.2. following :

Table 4.3. *Item* Frequency Distribution Attribute *Importance*

Items	5		4		3		2		1		Amount		Average
	f	%	f	%	f	%	f	%	f	%	Amount	%	
Y1	74	43.5%	81	47.6%	14	8.2%	1	0.6%	0	0%	170	100%	4.34
Y2	78	45.9%	79	46.5%	12	7.1%	1	0.6%	0	0%	170	100%	4.38
Y3	72	42.4%	80	47.1%	16	9.4%	2	1.2%	0	0%	170	100%	4.31
Y4	48	28.2%	85	50.0%	36	21.2%	1	0.6%	0	0%	170	100%	4.06
Y5	71	41.8%	85	50.0%	12	7.1%	2	1.2%	0	0%	170	100%	4.32
Y6	84	49.4%	73	42.9%	12	7.1%	1	0.6%	1	0.6%	170	100%	4.41
Y7	92	54.1%	65	38.2%	13	7.6%	0	0%	0	0%	170	100%	4.46

Y8	75	44.1%	76	44.7%	19	11.2%	0	0%	0	0%	170	100%	4.33
Y9	72	42.4%	80	47.1%	17	10.0%	1	0.6%	0	0%	170	100%	4.31
Y10	105	61.8%	53	31.2%	11	6.5%	1	0.6%	0	0,%	170	100%	4.54
MEAN													4.35

Source: **Primary Data Processed, 2021**

Of the 10 question items, it is known that the highest average is 4.54, namely "I am considering the service at the copier". The service intended by the respondent relates to all services offered by the copier, such as the response of employees in serving the seller, the presentation mechanism, and the response of the copier in dealing with consumer suggestions and criticisms. This shows that respondents have a high tendency in assessing the importance of the service at Pengkopi, because in some aspects consumers need service or are concerned with the service of the Pengkopi itself. Based on the interval value obtained in this study, it can be said that the mean value of the Importance (Y) variable is 4,35 so it is included in the "very satisfied" category (> 4.2 - 5). It can be said that the respondents consider the Importance (Y) variable questions important.

4.4. Validity and Reliability Test

4.4.1. Validity test

Validity test is used to measure whether a questionnaire is valid or not. Validity is the level of reliability and validity of the measuring instrument used. The instrument is said to be valid, meaning that the measuring instrument used to obtain the data is valid or can be used to measure what should be measured (Ghozali, 2016). The validity test carried out through the SPSS Version 25.0 program using the Pearson Product Moment correlation (r) resulted in the value of each question item with the overall question item score and for more details it is presented in:

Table 4.4. Validity Test Results

Attribute	Items	Pearson Correlation	r table	Sign.	Information
Importance (Y)	I1	0.613	0.151	0.000	Valid
	I2	0.623	0.151	0.000	Valid
	I3	0.647	0.151	0.000	Valid
	I4	0.713	0.151	0.000	Valid
	I5	0.721	0.151	0.000	Valid
	I6	0.709	0.151	0.000	Valid
	I7	0.541	0.151	0.000	Valid
	I8	0.601	0.151	0.000	Valid
	I9	0.659	0.151	0.000	Valid
	I10	0.711	0.151	0.000	Valid
Performance (X)	P1	0.696	0.151	0.000	Valid
	P2	0.641	0.151	0.000	Valid
	P3	0.747	0.151	0.000	Valid
	P4	0.797	0.151	0.000	Valid
	P5	0.760	0.151	0.000	Valid
	P6	0.724	0.151	0.000	Valid
	P7	0.617	0.151	0.000	Valid
	P8	0.719	0.151	0.000	Valid
	P9	0.820	0.151	0.000	Valid
	P10	0.700	0.151	0.000	Valid

Source: **Primary Data Processed, 2021**

Based on the results of the validity test with a sample of 170 respondents, it is obtained that all items or indicators in this study are valid or meet the validity requirements because each indicator has an r arithmetic value > r table and all indicators have a significance value below 0.05 (<0.05) which means valid.

4.4.2. Reliability Test Results

The decision-making criteria if the value of the Cronbach Alpha reliability coefficient > 0.60, then the variable is reliable (reliable) and for more details it is presented in Table 4.5. as follows:

Table 4.5. Reliability Test

Variable	Cronbach's Alpha	Criteria Value	Conclusion
Importance	0.851	0.6	Reliable
Performance	0.897	0.6	Reliable

Source: **Primary Data Processed, 2021**

Based on the results of the reliability test, it can be concluded that all research variables, namely Importance and Performance, are reliable because the Cronbach alpha value is more than 0.6.

4.5.   Importance Performance Analysis (IPA)

4.5.1. Performance Level

If the performance level answers are grouped by mode, then the attributes included in the very satisfied category are coffee taste, coffee price, physical appearance, comfort, size/volume, menu information and service at Pengkopi. Meanwhile, those who are in the satisfied category are the taste variants, the benefits of coffee and the presentation of the menu at Pengkopi.

Table 4.6. Copier Attribute Performance Level Score

No.	Attribute	Level Score Performance
1	Coffee Taste in the Coffee Shop	764
2	Coffee Prices in Copier	753
3	Coffee flavor variants at Kopi	706
4	The benefits of coffee in the coffee maker	703
5	Physical appearance of the menu in Copier	731
6	Serving the menu at Coffee Maker	707
7	Convenience in Copier	742
8	Menu size/volume in Copier	727
9	Menu information in Copier	729
10	Service at Copier	**770**
	TOTAL	**7332**

Source: Primary Data Processed, 2021

4.5.2. Level of Interest

In table 4.7. In the interest level score column, the highest score is found in the service attribute at Pengkopi, which is with a score of 772. This means that respondents consider the service at Pengkopi important as a consideration if they are going to make a purchase at Coffee at Pengkopi. The lowest score is on the attribute of the benefits of coffee with a score of 690. This means that respondents consider that the benefits of coffee at Pengkopi are not too important when they are going to buy coffee at Pengkopi. If the answers of the level of importance are grouped by mode, then the attributes that are categorized as very important according to the respondents are the attributes of coffee taste, coffee price, coffee flavor variant, physical appearance of the coffee menu, menu presentation, convenience, menu size/volume, menu information and service. Meanwhile, the important category according to the respondents is the benefits of coffee in Pengkopi.

Table 4.7. Stakeholder Score

No.	Attribute	Level Score Interest
1	Coffee Taste in the Coffee Shop	738
2	Coffee Prices in Copier	744
3	Coffee flavor variants at Kopi	732
4	The benefits of coffee in the coffee maker	690
5	Physical appearance of the menu in Copier	735

6	Serving the menu at Coffee Maker	750
7	Convenience in Copier	759
8	Menu size/volume in Copier	736
9	Menu information in Copier	733
10	Service at Copier	**772**
	TOTAL	**7389**

Source: **Primary Data Processed, 2021**

4.5.3. Conformity Level

Of the 10 attributes displayed, 3 of them get a better performance score than the importance score. This shows that the attribute is deemed appropriate or even exceeds what the respondent expects. These attributes are the taste of coffee, the price of coffee and the benefits of coffee. While the other 7 attributes, namely coffee flavor variants, physical appearance, menu presentation, convenience, menu size/volume, menu information, service at Pengkopi are deemed to still not meet the expectations of respondents. The table below is the result of the level of conformity test by comparing the level of performance and the level of importance.

Table 4.8. Level of Conformity of Performance and Interest

No.	Attribute	Level Conformity % (Tki)	Order Priority
1	Coffee Taste in the Coffee Shop	103.52%	10
2	Coffee Prices in Copier	101.21%	8
3	Coffee flavor variants at Kopi	96.45%	2
4	The benefits of coffee in the coffee maker	101.88%	9
5	Physical appearance of the menu in Copier	99.46%	6
6	Serving the menu at Coffee Maker	94.27%	1
7	Convenience in Copier	97.76%	3
8	Menu size/volume in Copier	98.78%	4
9	Menu information in Copier	99.45%	5
10	Service at Copier	99.74%	7

Source: **Primary Data Processed, 2021**

4.5.4. Importance-Performance Analysis (IPA) results

Table 4.9. Average Interest Rate and Performance Level

No.	Attribute	Average Level of Interest	Average Performance Level
1	Coffee Taste in the Coffee Shop	4.34	4.49
2	Coffee Prices in Copier	4.38	4.43
3	Coffee flavor variants at Kopi	4.31	4.15
4	The benefits of coffee in the coffee maker	4.06	4.14
5	Physical appearance of the menu in Copier	4.32	4.30
6	Serving the menu at Coffee Maker	4.41	4.16
7	Convenience in Copier	4.46	4.36
8	Menu size/volume in Copier	4.33	4.28
9	Menu information in Copier	4.31	4.29
10	Service at Copier	**4.54**	**4.53**
	Total	43.46	43.13
	Average	4.35	4.31

Source: **Primary Data Processed, 2021**

In Table 4.9., the highest average performance level is in the Service attribute with a score of 4.53. Pengkopi, of course, gets high points in this attribute because Pengkopi is one of the coffee shops that prioritizes service to consumers so that consumers feel at home and are interested in coming back in the future. The lowest average performance level is in the coffee benefits attribute, which is 4,14. The majority of respondents said that the benefits of coffee cannot be felt directly other than relieving thirst like most other drinks. From the results of the calculations in Table 4.9, a diagram will be made that will map the average level of performance and the average level of importance. The quadrant dividing line is obtained from the results of the average total performance which is 4,31 and the average total importance is 4,35.
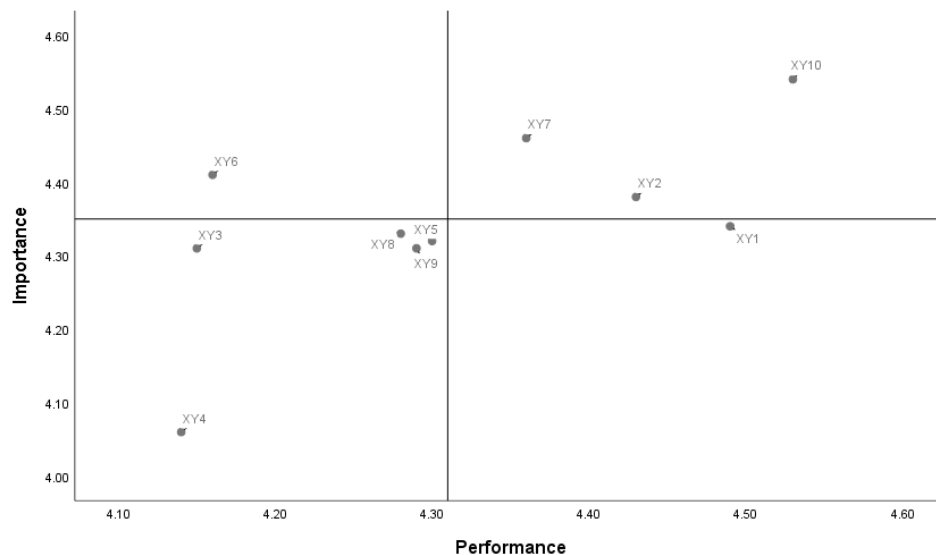
Figure 4.1. Cartesian Chart of Importance of Copier Attributes and Performance Levels of Copier Attributes

Information:
XY1 = Coffee Taste in Copier
XY2 = Price of Coffee in Copier
XY3 = Coffee flavor variant in the Copier
XY4 = Benefits of coffee in copier
XY5 = Physical appearance of the menu in Copier
XY6 = Menu serving in Copier
XY7 = Comfort in the Copier
XY8 = Menu size/volume in Copier
XY9 = Menu information in Copier
XY10 = Service at Copier

In Figure 4.1. it can be seen that the attributes that are considered important by consumers fall into quadrant I and quadrant II. The limit determined by the attribute is said to be important by consumers, namely by looking at the attributes that have an average level of importance that is more than the average total importance of 4.35. Attributes that are considered important by consumers themselves include the presentation of the menu at Pengkopi, convenience, coffee prices and service at Pengkopi. The presentation of the menu at the Copywriter has an interest of 4.41 ; convenience of obtaining an average importance of 4.46; prices get an average importance of 4.38 and services get an average importance of 4.54. Quadrant I "Concentrate Here" shows attributes that are considered very important by consumers, but the copying party has not shown good performance. Quadrant II "Keep Up the Good Work" shows the attributes that are considered important by consumers and have been implemented well by the Copier.

For attributes that are considered to have good performance by consumers, it can be seen in quadrant II and quadrant III. The limit for determining attributes is said to have good performance by consumers, namely by looking at attributes that have an average level of performance that is more than the average total performance, which is 4,31. The attributes that are considered to have good performance by consumers themselves are convenience, coffee prices, service at Pengkopi and the taste of coffee at Pengkopi. Convenience has an average importance of 4.46 ; prices get an average importance of 4.38, services get an average importance of 4.54 and taste get an average importance of 4.49. Quadrant III "Low Priority" shows the attributes that are considered less important by respondents and the performance of the copying party is also considered less good.

For attributes that are considered important and have good performance by consumers, it can be seen in quadrant II. Attributes that fall into quadrant II are convenience, coffee prices, service at Kopi Pengkopi.

Convenience has an average importance of 4.46 ; prices get an average importance of 4.38 and services get an average importance of 4.54.

Quadrant IV "Possible Overkill" shows attributes that are less important according to consumers, but the Copying party has given their best so that visitors feel that these attributes are excessive. The attribute that is included in quadrant IV is the taste of coffee. Consumers will be more interested in making purchases when the taste of a food or drink is considered good or good.

5.   Conclusions and Practical Implication

5.1.   Conclusion

Attributes that are considered very important by consumers when they will make a purchase of coffee at Kopi Kopi are attributes of coffee taste, coffee price, coffee flavor variant, physical appearance of the coffee menu, menu presentation, convenience, menu size/volume, menu information and service. Meanwhile, the important category according to the respondents is the benefits of coffee in Pengkopi. Attributes that are considered to have very good performance by consumers when they are going to make a purchase of coffee at Pengkopi are the taste of coffee, coffee price, physical appearance, comfort, size/volume, menu information and service at Pengkopi. Meanwhile, those that are categorized as good or satisfied are the taste variants, the benefits of coffee and the presentation of the menu at the Coffee Shop. Attributes that are considered appropriate between interests and performance by consumers when they are going to make a purchase of coffee at Copying are the services provided by Copying.

Literature review shows that consumer behavior has different attitudes in assessing a product. Consumer behavior is the actions, processes, and social relationships that individuals, groups, and organizations take in obtaining, using a product or other as a result of their experiences with products, services, and other sources. The data of this research was obtained through the perception of the Kopi Kencopy consumers who had the experience of enjoying coffee at the Pengkopi. Perception according to Robbins (2005, as cited in Sharma, 2020) as a process taken by individuals to organize and interpret or interpret their sensory impressions in order to give meaning to their environment.

The attribute with the highest satisfaction is in service where this is in accordance with previous research conducted by Sadeli (2016) which showed that attributes that have high importance and satisfactory performance include product service attributes to consumers. Then research conducted by Ranitaswari et al. (2018) which shows that the attribute with the highest level of consumer satisfaction with service quality is speed in responding to consumer complaints and problems. In addition, research conducted by Dabestani et al. (2016) also shows that aspects of -Service aspects are important and need to be focused on where customers need such attention as soon as possible. However, this study is not in line with research conducted by Ranitaswari which shows the attribute with the lowest level of consumer satisfaction is in service to customer needs.

5.2.   Practical Implication

In quadrant I, it shows attributes that are considered very important by consumers, but the copying party has not shown good performance. The attribute is the serving of coffee at the Kopincopy. Serving coffee on a coffee maker can be done by adding to the uniqueness of the presentation. The process of presenting each product is also guaranteed to be completed in less than five minutes, so consumers don't have to wait too long. This is an advantage for Pengkopi in presenting each of their products. In quadrant II "Keep Up the Good Work" shows the attributes that are considered important by consumers and have been implemented well by the copying party. Attributes included in quadrant II are the price of coffee, convenience and service at Pengkopi. The price offered by Pengkopi can be said to be relatively cheap with a price range of Rp. 10,000 - Rp. 25,000. This price is adjusted to the target market and the purchasing power of the local community. In quadrant III, "Low Priority" shows attributes that are considered less important by respondents and the performance of the copying party is also considered less good. Attributes included in this quadrant are flavor variants, benefits, physical appearance, size/volume and menu information on the Copier. Coffee lovers have presented quite a lot of flavor variants, which are as many as 31 flavor

variants. In terms of volume/content, each menu at Pengkopi ranges from 180-250 ml which is considered sufficient for consumption by consumers, so this does not need to be considered in depth.

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