

Revenue in Service Quality Perspective at A Traditional Coffee Shop in Balongpanggang Village, Gresik

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis deskripsi pendapatan pada warung kopi tradisional di Desa Balongpanggang melalui lima dimensi kualitas layanan dalam menghadapi kafe di kecamatan Balongpanggang. Dengan mengumpulkan data dari 5 informan dan 1 informan kunci sebagai pembuka jalannya penelitian untuk menemukan hasil yang akurat. Penyajian data dilakukan dengan menggunakan analisis data yaitu reduksi data, display data dan kesimpulan. Hasil penelitian ini menemukan bahwa perolehan pendapatan dengan memperhatikan dimensi tangible di sebabkan dari kebersihan dan kerapian warung kopi. Perolehan pendapatan dengan memperhatikan dimensi reliability di sebabkan dari penerapan pelayanan yang teliti dan cepat. Perolehan pendapatan dengan memperhatikan dimensi responsiveness di sebabkan dari permintaan pelanggan dan pemberitahuan. Perolehan pendapatan dengan memperhatikan dimensi assurance di sebabkan dari pemeriksaan barang, kestabilan harga, kejujuran, kesopanan dan kesabaran. Perolehan pendapatan dengan memperhatikan dimensi empathy di sebabkan dari bertegur sapa, bergurau, toleransi dan insentif.

Kata Kunci : Pendapatan, Kualitas Pelayanan, Warung Kopi, Kafe.

ABSTRACT

This study aims to analyze the income description of traditional coffee shops in Balongpanggang Village through five dimensions of service quality dsism facing cafes in Balongpanggang sub-district. By collecting data from five informants and 1 key informant as the opening of the research to find accurate results. The presentation of the data is done using data analysis, namely data reduction, data display and conclusions. The results of this study found that the income earned by paying attention to the tangible dimension was caused by the cleanliness and tidiness of the coffee shop. Earnings income by taking into account the dimension of reliability is caused by the application of careful and fast services. Earnings revenue by paying attention to the dimension of responsiveness caused by customer requests and notifications. Earnings income by paying attention to the assurance dimension is caused by inspection of goods, price stability, honesty, courtesy and patience. Earning income by paying attention to the empathy dimension is caused by greeting, joking, tolerance and incentives.

Keywords: Income, Service Quality, Coffee Shop, Cafe.

INTRODUCTION

According to Nilasari, (2019) a cafe is a small restaurant located outside the hotel. The cafe has very limited food choices and does not sell high-alcoholic foods, but soft drinks, coffee, tea, cakes and snacks are available. There are several reasons why visitors visit the cafe because the cafe has a good photo spot for millennial children who like to take pictures. The cafe also provides free wifi, live music to entertain its customers. In addition, the cafe is also a favorite place for workers to meet with their colleagues to discuss their work.

In Balongpanggang Village, there are many coffee shops that are open from 06.00 am to 20.00 pm, and there are several coffee shops which are open 24 hours. The reason they open a coffee shop at that time is because in the morning many people stop by the coffee shop before starting their activities. Coffee shops not only provide black coffee drinks, but some also provide snacks, fried foods and some sachet drinks.

This coffee shop is located very close to a modern coffee shop (cafe) so that their competitiveness is quite large. Modern coffee

shops (cafes) have their own strategies to attract customers and compete to provide the best prices. Meanwhile, the traditional coffee shop has a strategy by providing good quality service and providing a taste that is in accordance with the demands of its customers.

Table 1: Number of coffee shops in Balongpanggang

Name	Quantity
Coffe Shop	49
Cafe	14
Quantity	63

Source: Balongpanggang Village Hall, 2021

From table 1.1 the results of the information obtained by the researchers obtained the number of coffee shops in Balongpanggang Village there are 49 coffee shops and there are 14 cafes. Economically, the existence of these cafes can change the lifestyle of the surrounding community. One of the reasons why coffee shop consumers turn to cafes is that the place owned by the coffee shop is not suitable for use with family during holidays and there is no place for people who don't smoke. Even though the prices at the cafe are more expensive than the prices at the coffee shop, some consumers don't mind it, the most important thing is the comfort when they are there. So with that the coffee shop owners do not want to lose competitiveness with the cafe.

The phenomenon that occurs in Balongpanggang Village regarding the existence of cafes in rural areas can have a negative impact and threaten the income of traditional coffee shops. then we get a research gap, where according to Meydinawathi, (2016), the development of modern markets has resulted in the existence of traditional markets being increasingly marginalized, where the concern is the fate of small-capital traders who will surely lose to compete with large investors. but the traders

of traditional coffee shops still survive in the face of the café, which will have an impact on the income of the coffee shop. This proves that this traditional coffee shop trader still earns income, because the coffee shop market share is not only young people but all people aged 17 years and over. The survival of traditional coffee shop traders is a condition where a person is able to maintain his business from the challenges he faces, for that in maintaining the business, the quality of service that is applied is needed.

Based on the description above, it can be seen that the existence of cafes is the cause of the decline in the income of traditional coffee shop traders in Balongpanggang. With this, the researcher is interested in conducting research with the title "Income In Service Quality Perspective At Traditional Coffee Stop In Balongpanggang Village, Gresik".

LITERATURE REVIEW

Income

According to Baridwan, Zaki, (2015: 29) income (Revenew) is an inflow or other increase in the assets of a business entity or the settlement of its debts (or a combination of both) during a period originating from the delivery or disposal of goods, delivery of services or from other activities. which is the main activity of the business entity.

According to Mintalang, (2020) Revenue is income that comes from the normal activities of an entity and refers to different terms such as sales, fees, interest, dividends and royalties. royalties).

The Indonesian Accounting Association, (2015; 23:2) in the Financial Accounting Standards book defines that income is the gross inflow of economic benefits arising from the normal activities of the entity during a period if the inflow results in an increase in the entity that does not come from the contribution of investors.

Service quality

According to Kotler, (2014: 286) service quality is a way of working for companies

that try to make continuous quality improvements to the processes, products and services produced by the company.

Meanwhile, according to Tjiptono, (2007:269) service quality is an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. Service quality can be measured by 5 dimensions according to the degree of relative importance, tangible, reliability, assurance, empathy and responsiveness.

METHODS

In this study, this type of qualitative research is approached using an inductive approach. This inductive data analysis emphasizes more on meaning than generalization (Sugiyono 2019:18). In qualitative research, researchers are required to explore data based on what is said, felt, and done by informants or data sources based on what is happening in the field. The implementation of this research was carried out for one month starting from April 10, 2022 to May 10, 2022 which took place in Balongpanggang Village, Balongpanggang District, Gresik Regency. Researchers conducted interviews with traders in Traditional Markets. The informants of this study had previously been determined by the researcher using the Snowball model, because there were more than one informant in this study.

Researchers chose 5 informants who represented traditional coffee shop traders in Balongpanggang, because of the 5 informants the researchers got enough data needed by researchers, the following is data from the five informants.

RESULTS AND DISCUSSION

According to Bella (2020) Obtaining optimal income in paying attention to the services provided to buyers, namely first, through the tangible dimension, namely by paying attention to the layout of goods and the cleanliness of the stall, secondly through the reliability dimension by serving buyer orders carefully, quickly. Third, through the responsiveness dimension by paying attention to facilities and checking the availability of goods. Fourth, through the assurance dimension by maintaining ethics such as behaving politely to buyers, understanding and knowing what products are available in coffee shops. Fifth, through the dimension of empathy,

merchants fulfill buyer requests whose aim is to help buyers enjoy orders quickly.

Based on the results of research conducted by researchers, income gains by paying attention to the tangible dimension through the quality of the stalls are caused by the cleanliness of the stalls and paying attention to the neatness of the stalls. Earning income by taking into account the dimensions of reliability through the capabilities provided to customers due to the application of services to buyers must be thorough and fast. Earning income by paying attention to the dimension of responsiveness through caring is caused by fulfilling customer requests, informing customers about product comparisons, from prices, benefits, uses of similar products and speed of service. Revenue gain by paying attention to the assurance dimension through customer trust and attitude is caused by traders checking goods, providing stable prices, being polite in communication. The income gain of coffee shop traders by paying attention to the dimensions of empathy through closeness and humanity is caused by greeting when at coffee shops and when meeting outside coffee shops, and always being friendly to coffee shop customers.

CONCLUSION

Based on the results of research in this study, the following conclusions can be drawn:

1. The income of coffee shop traders by paying attention to the tangible dimension through the quality of the shop caused by cleanliness and paying attention to the neatness of the shop.
2. The income of coffee shop traders by taking into account the dimensions of reliability through capability is caused by the application of a fast and thorough service system.
3. The income of coffee shop traders by paying attention to the responsiveness dimension through a sense of concern is caused by trying to comply with the wishes of their customers, telling the comparison of drinks and food to be purchased.
4. Earnings The income of coffee shop traders by paying attention to the assurance dimension through trust and attitude is caused by traders checking goods, price stability, being honest, polite and communicating, and being patient.
5. The income of coffee shop traders by paying attention to the dimensions of empathy

through closeness and humanity is caused by greeting, maintaining friendship, learning, providing tolerance, and incentives.

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