

CHAPTER 1

INTRODUCTION

1.1 Background

Population in Jakarta is now estimated to be 11,436,000 (worldpopulation.com, 2024). Jakarta is currently the largest city in Southeast Asia. According to Kompas.com, Indonesia is the fourth largest population in the world with 279.390.258 citizens in 2024.

Indonesia is the world's fourth largest coffee producer and exporter, after Brazil, Vietnam, and Columbia (statista.com, 2023). Kompas.id states that young people are willing to spend 3-6 percent of their monthly income to consumer coffee because it has become a part of their lifestyle. It also states that meeting with others in coffee shop is more acceptable to the society rather than meeting at a bar. Coffee shops are considered as more "friendly" and a better place for relaxation.

Walker (2017) acknowledged that restaurants are a critical part of the tourism industry because people visit restaurants to fulfill their desires and demands. According to Herlyana (2013), a coffee shop is a place that provides different types of foods and beverages with a relaxed atmosphere, a comfortable place, and relaxing music, friendly service. According to Jin & Ryu (2015), good quality service and product delivered by coffee shops can be identified by customer satisfaction, attracting customers, and high – quality service.

A cafe is a place where people can pass their time while drinking and snacking around. In cafes it is usually lively as there is calm music. It can help relax a person's mind. Cafe is also the right place to pass free time with friends, family, and colleagues. It is where a person can have fun and forget about their problems. People can work, read, and study without any disturbance. A cafe is a good place to spend quality time with loved ones. Leisure activities are activities that are for refreshment and change of surroundings. It is usually during free time, after working, and during weekends. People do leisure activities for pleasure,

relaxation, resting, enjoyment, and other satisfaction. People go to cafes to spend their leisure time in order to have a nice environment. A cup of drink and light bites in cafes can boost up a person's mood. Moreover, a cafe is a nice, quiet, comfortable, and calm place. There are so many things that can be done besides just having a cup of a drink and eat.

1.2 Problem Faced

There are 10 common restaurant complaints that has been found by Al-Waleed, Sarah (2022). The first one is food and drink complaints (the food is cold), order getting mixed up, slow service, poor customer service, uncleanliness, the atmosphere (too crowded that leads to too much noise, loud music, and too bright lights), unavailable products or services (not flexible with the customer's orders), too long at delivering the food or food served cold, food poisoning (unclean, and not fresh foods).

Solutions:

From the problems above, came up the idea of Sanctuary Café which will encounter the problems stated above. This cafe solves the problem above and gives a totally different experience and mood starting from the ambience to the customer service, and the menu of this cafe. In Sactuary café, the staffs will be trained to work fast and be focused at all times, they will be trained to be aware of the surroundings. There will also be an app that will be made in order for the customers to be able to order their drinks and food so that it would not be time consuming, and the orders will be made immediately. It will also reduce the time during payments. The staffs will also be trained to be attentive and to be able to solve problems in a polite way. Customers feedback are always welcome in order to help improve the performance of the café and so that it will also make the customer feel heard. The customer's will be treated lovingly, warmly and full-heartedly by the workers. It will always be ensured that the workers are friendly, and will give a totally different experience to the customers. The music in sanctuary café will be not too loud and calm to enhance the ambience. The café will always be maintained clean in all areas, including back of the house areas.

Even though the menu is set in accordance, but it will be flexible when it comes to following the customer's dietary restrictions. Prices will be charged in accordance to the quality of the product.

Loyalty programs will be made in order to keep the customers coming to the café. The ingredients will always be fresh and the equipments will always be maintained clean and presentable. When problems occur, the staffs will be trained to find solutions in accordance and will be given complimentary items or discounts.

1.3 Practical goals

Practical goals are directly having a relationship to the success and growth of the business. These goals help to set specific financial goals in order to set a target on how much sales or revenue is to be fulfilled over a certain period. Being able to establish targets to acquire new customers. Developing and improving over time the products that are being sold. Setting brand awareness in order for the business to be able to grow and recognized.

The practical goals of Sanctuary Café includes providing a five star customer service, serving high quality ingredients for food and beverages, maintaining a clean and luxurious atmosphere at all times, attracting customers, and trying to keep as many loyal customers as possible. Delivering excellence service and experience is important for Sanctuary café in order to keep the customers coming and creating a memorable experience.

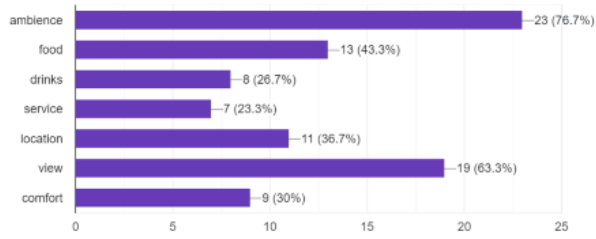
1.4 Survey Results

Mooi et al. (2018) proposed that researchers should at least consider estimating the percentage of respondents that are likely to reach, the percentage of respondents that are willing to participate, and the percentage of respondents that are likely to fill the questionnaire accurately. The ratio of the survey should not be less than 5:1 (Gorsuch, 1983; Hatcher, 1994; Suhr, 2006). The ratio taken for the survey of Sanctuary Café is 30:6. The respondents were from Pantai Indah Kapuk, some from far destinations. Below are the results that were given:

what factors matters to you in a premium cafe?

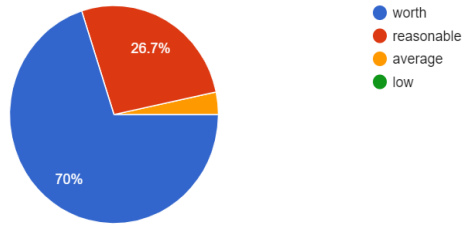


30 responses



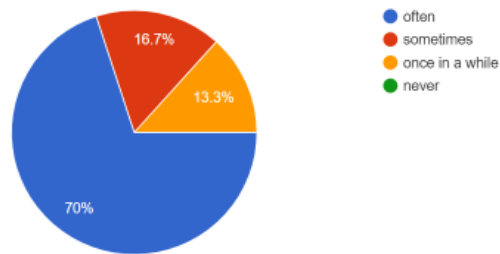
how is the service in premium priced cafes?

30 responses



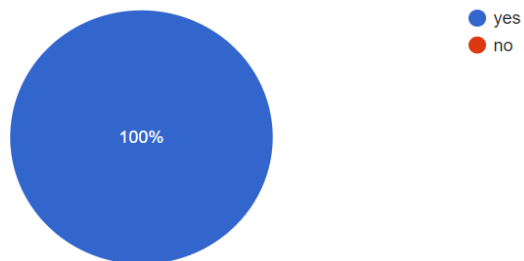
how often do you go to premium cafe?

30 responses



do you think it is worth to spend in premium cafes?

30 responses



is ambience one of the main factors in the price that you pay?
 30 responses

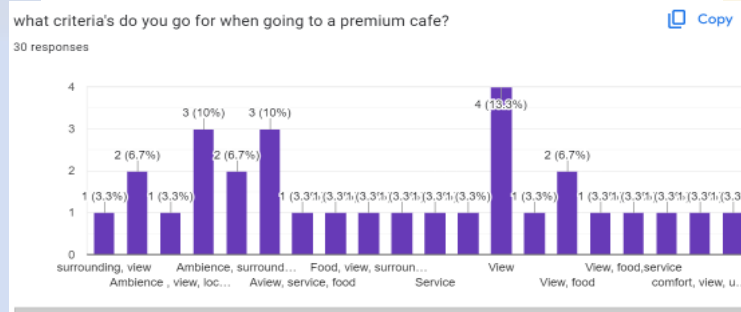
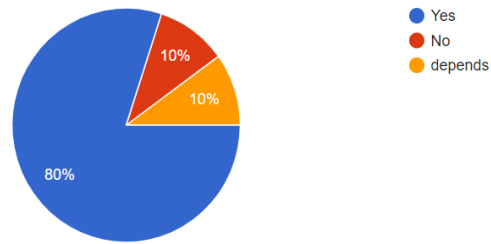


Figure 1. Survey Results

In conclusion, majority of the voters likes to go to café. The most important factor is the ambience, and the least is the service. Majority feels the service at a premium café is worth because people pay for the amount that they get. All the respondents feel it is worth to spend at a premium café because of the overall experience that they get. The ambience is also one of the main factors that people consider before spending and going into a premium café. The view matters lot, ambience and surroundings too. From the survey done, it can help to develop Sanctuary Café into a place higher than what is expected by clients and also keeping in mind the respondents' answers. The respondents were of high income, of age 20 – 40 years old. Characteristics are people who like to drink coffee and sit around in café often. There were 30 respondents from different parts of Jakarta.