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Pengurusan Surat Masuk di Sekretariat Rumah Sakit Panti Rini Yogyakarta

Karina Dyah Adinda & Dwiatmodjo Budi Setyarto

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Kegiatan Magang Kerja bagi Mahasiswa Program Studi Administrasi Perkantoran ASM Marsudirini Santa Maria Yogyakarta

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SOP Komunikasi Kesehatan dan Keselamatan Kerja di PT Sucofindo Cabang Semarang :
Format, Isi, dan Implementasi

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Studi Kasus Pemberitaan Aplikasi Laporgub Pasca Ganjar Pranowo Selesai Menjabat
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The Effect of Customer Satisfaction and Social Activities Towards Brand Positioning in Service Sector: A Case of Lantai Bumi Coffee

Charisty Clamentine Panjaitan & Budi Suprpto

Penguatan Sikap Demokratis pada Generasi Z Menghadapi Pemilu 2024

Mateus Susanto

JURNAL ILMIAH SOSIAL

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Jurnal Ilmu Sosial Caritas Pro Serviam diterbitkan enam bulan sekali sebagai media publikasi hasil penelitian dan hasil pemikiran para dosen ASMI Santa Maria Yogyakarta. Redaksi juga mengundang para penulis, dosen, guru, praktisi dan professional lain untuk mengisi tulisan di jurnal ini sebagai wacana pengembangan ilmu pengetahuan, teknologi, kebijakan dan implementasi kebijakan, praktik dan seni

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THE EFFECT OF CUSTOMER SATISFACTION AND SOCIAL ACTIVITIES TOWARDS BRAND POSITIONING IN SERVICE SECTOR: A CASE OF LANTAI BUMI COFFEE

Charisty Clamentine Panjaitan & Budi Suprpto

Abstract

Brand and brand positioning has become very important in today's global world. Every sector must create a brand and increase brand awareness to the society where the interactions have increased tremendously. Brand positioning describes how a brand is not quite the same as its rivals and how it sits in the customers minds. That's means when a brand can position themselves very well, the chances to success will increase. The main purpose of this thesis is to investigate the impact of customer satisfaction and social activities towards to brand positioning. The survey is conducted in the one of famous coffee shop in Yogyakarta, Lantai Bumi Coffee. The result show that there is a meaningful relationship between customer satisfaction and brand positioning of Lantai Bumi Coffee. There's also a meaningful relationship between social activities and brand positioning of Lantai Bumi.

Keywords: *customer satisfaction, brand positioning, service sector.*

A. Introduction

In today's global world, coffee becomes a trend, and drinking coffee has become a lifestyle. The National Coffee Association (NCA) discovered the percentage of daily coffee drinkers increased from 57% to 62% over the year. It's not surprising that coffee becomes more popular. People often go to coffee shop to get experience to accompany their purchase, work, study, or just meet people because coffee shop are considered capable of increasing productivity, increase mood and creativity, and help to make people stay more alert. This situation makes a lot of people interested in intervening to get into this business and become a coffee shop owner. This makes the competition in coffee shop industry become more competitive. In order to survive in today's competitive markets, it is vital to understand the brand concept, how to position the brand, and to understand and fulfill to the fullest. In this paper, brand concept is explained thoroughly, and the elements of the brand (specifically brand positioning) are examined. The relation between customer

satisfaction and brand positioning is taken into consideration. For this purpose, a survey is conducted in one of the most successful coffee shop in Yogyakarta, namely Lantai Bumi. Its customers' satisfaction in relation to the brand positioning in Yogyakarta market is investigated. The hypotheses have been generated:

H1 : There's a meaningful positive effect between customer satisfaction and brand positioning

H2 : There's a meaningful positive effect between social activities and brand positioning

B. Literature Review

Customer satisfaction is becoming one of the most essential objectives which any firm seeking for long-term relationship with customer considered as the top priority. Philip Kotler defines customer satisfaction as a "person's feeling of pleasure or disappointment, which resulted

from comparing a product's perceived performance or outcome against his/her expectations. Customer satisfaction is a function of perceived performance and expectations. The satisfaction goals are established by the customers themselves before they set out to make a purchase. Once the customer selects the product or service, they'll start evaluating the actual experience against the expected one.

Social activities are considered part of what constitutes an active and engaged lifestyle, alongside cognitive and physical activities. Social activities are typically viewed as part of an engaged lifestyle that may help mitigate the deleterious effects of advanced age on cognitive function. As such, social activity has been examined in relation to cognitive abilities later in life.

A brand is an entity with uniquely differentiated identity, separating it from another notwithstanding any similarities. It is a term, symbol, design, or combination of these which identifies the goods or services of one seller or group of sellers and differentiates them from those of other sellers (Cannon, 1980). Strong brand identity adds in reinforcement of the meaning behind a brand for consumer; communicates the essence of brand to other stakeholders and encourages a more strategic approach (Diefenbach, 1992). Branding is an influential marketing tool (Murphy 1988) that when used efficiently and effectively could provide value for the stakeholders, mainly company and customers, the evaluating the degree of the importance of branding, matters must be assessed from both sides.

Brand positioning "is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. The result of positioning is the successful creation of customer-focused value proposition, a cogent reason why the target market should buy the product" (Kotler, 2003, p.308). In general, a well-positioned brand should appeal to the needs of a customer segment

because a differential advantage/value proposition is created (Keller, 1993; Wind, 1982), since consumers' needs are more exactly satisfied (Day, 1984). A main objective in positioning a brand is to achieve active and loyal customers, which in turn would allow brands to charge price-premiums and obtain more effective marketing programs (Keller, 2001). Brand positioning is one of the keys in the business to make the marketing strategy. As such, brand positioning describes how a brand is not quite the same as its rivals and how it sits in the customers' minds. An effective brand positioning will help the business to boost the brand value for the customers.

C. Positioning of Lantai Bumi

Lantai Bumi was founded in 2016 in Yogyakarta. They were selling coffee-based and non-coffee-based beverages, product and food as a side product. When Lantai Bumi started its business, it was only a retail coffee shop like other coffee shops. The main vision of Lantai Bumi was to educate and give an extraordinary experience to the customer by providing a very comfortable place, great services, and high quality of all the products. Lantai Bumi had segmented its market by geographic and demographically by choosing university centers area. As they targeted the market, many students came and not more or less of them became a loyal customer. This is one of the main staples of Lantai Bumi. However, with quick development and extension, the target market expanded. The target market growing to family, professionals, and tourists include both female and male.

D. Data and Result

Data were collected by spreading questionnaires. The questionnaires were spread among Lantai Bumi customers only in Yogyakarta. The reason for this is to make sure that the surveyor is Lantai Bumi customers and that they have experienced the Lantai Bumi culture. So, it is aimed to raise the reliability of the questionnaire. The

questionnaires of this research consist of two-parts. The first part consisted of questions on which personal information were obtained and the second part included questions to gather the necessary data in accordance with the objective of the study. A total of 21 questions were asked of the respondents and they were expected to answer each question based on 1 to 5 scale. They were 1:totally disagree; 2: disagree; 3: neither agree nor disagree; 4: agree and 5: totally agree. As a result of these questionnaire analyzes, Cronbach Alpha reliability of 0.487 was reached, which is

reliable enough in the literature. Of the 100 randomly chosen subjects 54 were male and 46 were female. Majority of coffee customers were between the ages of 24 and 30. IBM SPSS software program was used to analyze the responses given by customers answering the questionnaire. The model of the study incorporates demographic factors and a product-based factor (i.e., customer satisfaction and social activities) as exogenous and brand positioning as endogenous variables which are shown in Figure 1.

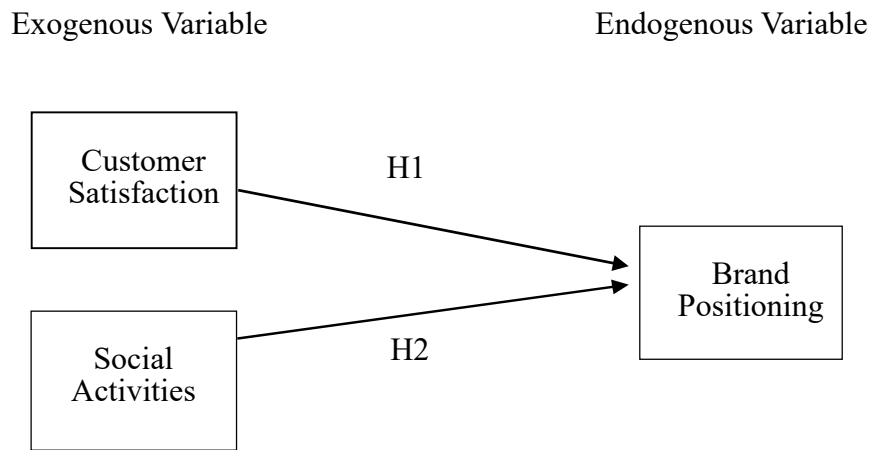


Figure 1 The Conceptual Model Adapted from the Previous Research

In order to test H1 and H2 we applied Pearson correlation coefficient tests. Correlation between customer satisfaction and brand positioning that is cited in the first hypothesis was tested for validity and accuracy as can be viewed in Table 1

Table 1. Result

Variables	Questions	<i>r_{stat}</i>	<i>r_{table}</i>	Validity
Customer Service	CS1.1	0.541	0.195	Valid
	CS1.2	0.545	0.195	Valid
	CS1.3	0.669	0.195	Valid
	CS1.4	0.670	0.195	Valid
	CS1.5	0.745	0.195	Valid
	CS1.6	0.782	0.195	Valid
	CS1.7	0.675	0.195	Valid
	CS1.8	0.799	0.195	Valid
Social Activity	SA1.1	0.817	0.195	Valid
	SA1.2	0.816	0.195	Valid
	SA1.3	0.790	0.195	Valid
	SA1.4	0.777	0.195	Valid
Brand	BP.1	0.819	0.195	Valid
Positioning	BP.2	0.812	0.195	Valid
	BP.3	0.764	0.195	Valid
	BP.4	0.741	0.195	Valid

Source: Primary data, 2021 processed by using SPSS

According to the data in Table 1 above, all of 16 items in this variable are all valid, which means all the items can be used to analyse the hypothesis further. The correlation analysis between variables was conducted to test the correlation of each

variable in this research. Then if all variables have significantly correlated each other, the hypotheses proposed in this research were allowed to test by using multiple regression.

Table 2. Result

Hypotheses	Independent Variables	Dependent Variable	β	t	Sig.	Conclusion
H1(+)	Customer Satisfaction	Brand Positioning	.290	4.397	<,001	H1 supported
H2(+)	Social Activities		.068	10.071	<,001	H2 supported
	R2adj = .803 R2 = .807 F = 203.158 Sig. = <,001b					

Based on the result, the first hypothesis in this research proposes that: “*Customer Satisfaction has positive effect towards brand positioning*” is supported. The regression coefficient (β) of customer satisfaction (CS1) is .290 with the value of statistic for 4.397. Under 203% level of significance, an independent variable is said to be significant if the significant level is lower than 0.05. With significance level of <,001, customer satisfaction (CS1) is a significant indicator of the dependent variable (<,001 < 0.05). The second hypothesis in this research propose that: “*Social Activities has positive effect towards brand positioning*”. Based on the result in Table 2 above, the regression coefficient (β) of social activities (SA1) was .068. Under 203% level of significance, an independent variable is said to be significant if the significance level is lower than 0.05. With significance level of <,001, social activities (SA1) are a significant indicator of the dependent variable (<,001 < 0.05). Thus, H2 is supported. The direction of expected

relationship between social activities (SA1) and brand positioning (BP) is symmetrical, so it can be concluded that social activities have positive relationship towards brand positioning.

E. Conclusion

From the analysis and research about customer satisfaction and social activities towards to brand positioning in service sector of Lantai Bumi Coffee, the author concludes that customer satisfaction and social activities has positive effect towards brand positioning.

In this research, the objective is to analyze customer satisfaction and social activities towards to branding positioning in service sector of Lantai Bumi Coffee. The demographic variable that is use in this research is only age and gender. Future research can add more the demographic factors such as income and educational background, because the result could be different based on the income of each respondent. The independent variable that is used in this research is only customer

satisfaction and social activities. Future research can add more the independent variables such as service quality and quality of the product, because that can create an impression in the mind of the consumer directly.

This research is discussing about customer satisfaction and social activities towards to branding positioning in service sector of Lantai Bumi Coffee. The result of this research can help companies to know their position in the market and customers' mind. This study may also benefit to enrich people knowledge in factors that may affect customer's satisfaction and social activities towards to brand positioning.

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2. Judul tidak lebih 12 kata, ditulis dengan huruf kapital 14, spasi tengah
3. Nama penulis dicantumkan tanpa gelar
4. Abstrak ditulis dalam satu paragraph, maksimum 200 kata, dengan ketikan spasi 1 dan dicetak miring. Abstrak ditulis dalam bahasa Inggris bagi naskah Bahasa Indonesia dan ditulis dalam Bahasa Indonesia bagi naskah Bahasa Inggris. Abstrak disertai kata-kata kunci (*key words*)
5. Sistematika naskah hasil penelitian:
 - a. Judul
 - b. Abstrak
 - c. Pendahuluan
 - d. Metode Penelitian
 - e. Hasil dan Pembahasan
 - f. Kesimpulan dan Saran
 - g. Daftar Pustaka
6. Sistematika naskah hasil Pemikiran:
 - a. Judul
 - b. Abstrak
 - c. Pendahuluan
 - d. Pembahasan
 - e. Penutup atau Kesimpulan
 - f. Daftar Pustaka
7. Ketentuan Penulisan Daftar Pustaka
 - a. Penulis diurutkan berdasarkan alfabetis, nama akhir/ keluarga sebagai urutan pertama atau nama institusi yang bertanggung jawab atas tulisan. Nama penulis diakhiri tanda titik (.)
 - b. Tuliskan tahun terbit karya pustaka dan diakhiri tanda titik (.)
 - c. Tuliskan judul karya pustaka dari seorang penulis lebih dari satu, penulisan diurutkan secara kronologis waktu penerbitan
 - d. Penulisan referensi dari internet terdiri: judul, penulis, alamat website dan keterangan akses/ *down load*
8. Gambar, grafik, dan tabel disajikan dengan diberi nomor urut dan sumber

9. Biodata ditulis dalam bentuk narasi memuat nama lengkap, tanggal dan tempat lahir, keterangan selesai pendidikan S1/S2/S3, pekerjaan, alamat e mail, bidang kerja/ bidang ajar dan karya ilmiah yang pernah ditulis \
10. Naskah yang dikirim dapat:
 - a. Diterima tanpa perbaikan
 - b. Diterima dengan perbaikan dari redaksi
 - c. Diperbaiki oleh penulis dan dipertimbangkan dalam rapat dewan redaksi
 - d. Ditolak karena kurang memenuhi syarat