Exploring Industry Service Café Challenges: An Application of the SERVQUAL Method

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Abstract: This study investigates the challenges faced by service cafés within the industry, employing the SERVQUAL method to assess and understand customer perceptions and expectations. By utilizing SERVQUAL, which examines service quality across dimensions such as reliability, assurance, tangibles, empathy, and responsiveness, this research aims to identify areas of improvement and strategic interventions. Through surveys, interviews, and observational data, the study provides insights into the root causes of problems within service cafés and offers recommendations for enhancing customer satisfaction and loyalty.

Keywords: service café, SERVQUAL, service quality, customer perception, customer expectation

BACKGROUND

Service cafés constitute a significant sector within the hospitality industry, providing a range of food and beverage offerings coupled with an ambiance conducive to socialization and relaxation. However, amidst increasing competition and evolving consumer preferences, service cafés encounter various challenges in delivering high-quality experiences that meet customer expectations. The SERVQUAL method, a widely recognized tool for assessing service quality, offers a systematic approach to understanding and addressing these challenges. By examining dimensions such as reliability, assurance, tangibles, empathy, and responsiveness, SERVQUAL enables a comprehensive evaluation of customer perceptions and expectations. Understanding the gap between perceived and expected service quality can illuminate areas for improvement and guide strategic initiatives aimed at enhancing the overall customer experience. In this context, this study seeks to apply the SERVQUAL method to gain insights into the specific problems faced by service cafés, providing valuable data-driven recommendations for industry practitioners and stakeholders. Through a combination of quantitative and qualitative analyses, including surveys, interviews, and observational data, the research aims to offer actionable insights that contribute to the sustained success and competitiveness of service cafés in the industry.**

LITERATURE REVIEW

In a study regarding *Service Quality* there are SERQUAL dimensions, namely:

- Parasuraman (1998) *Tangibles, Reliability, Responsiveness, Assurance, and Empathy* . (Fandy Tjiptono , 2012)

- Yang and Jun (2002), found that there are six dimensions of service quality when purchasing using the internet, namely: *reliability, access, ease of use, personalization security, and credibility.*
- Mary Long and Charles McMellon (2004) in purchasing using the internet there are seven dimensions quality, namely: *Tangibles, Reliability, Responsiveness, Assurance, Empathy, Communication, Ordering/Shipping/packaging.*

RESEARCH PURPOSES

The aim of this research is to measure service quality based on the gap between perceptions and expectations of Malang City internet cafe consumers, analyze the influence of quality dimensions on service quality in Malang City internet cafes, and find out which quality dimensions have the most influence on service quality. It is hoped that the results of this research will be useful for the benefit of internet cafe business operators, in the midst of existing competition, and to know the priorities for improving service quality that can be carried out by internet cafe entrepreneurs.

RESEARCH METHODS

Instrument Study

Population internet cafes : 186 internet cafes . (http://www.malangkota.go.id/), object research : 126 internet cafes (with tolerance α 5%, slovin) , Sample: 165 respondents taken in a way random from object considered research Already represent population Because has fulfil criteria establishment internet cafe , covering exists computer equipment , original operating system software , original billing software, *Internet Service Provider* (ISP), and registered with the Malang City Ministry of Communication and Information .

Variable Study

This research variable includes 5 dimensions of service quality as independent variables, namely:

1. *Tangibles* : includes facility physical , equipment and technology latest ,
2. *Empathy* : includes friendliness employees and intentions sincere For help customers
3. *Responsiveness* : includes speed service and responsiveness to question or request from customer
4. *Assurance* : includes level trust and sense of security in use service cafe
5. *Reliability* : includes a free billing program from error or error

DATA ANALYSIS AND DISCUSSION

Based on the questionnaire that has determined the sample size (Slovin's formula) and distributed to respondents, the results of the respondent's questionnaire can be given a score based on a Likert scale using a 1-5 measurement scale with the following description: 1 = Strongly Disagree; 2 = Disagree; 3 = Doubtful; 4 = Agree; 5 = Strongly Agree. Then the results of the questionnaire are calculated to test the validity and reliability of the data on the instrument created. After being declared valid and reliable, the average data for each variable studied can be searched for from each indicator for each questionnaire. Then, multiple regression analysis was carried out to determine the relationship between the independent variables (service quality dimensions) and the dependent variable (Q) on each customer's perceptions and expectations, which included descriptive statistical analysis, multiple correlation analysis, regression coefficient test with the t test.

Data Test and Reliability Test Instrument

From the initial questionnaire that was adopted from servqual theory (Parasuraman, et all) which was distributed to 14 internet cafe customers randomly, 9 question items were found to be invalid, with a correlation value below the r table (0.5324), this was because the questions were asked. the adoption of the servqual questionnaire is not all applicable in internet cafe management, internet cafe employees' statements are serious about helping consumers (-0.220); this internet cafe employee is friendly and polite to customers (-0.612); in this internet cafe, employees care about consumer needs (0.247); this internet cafe employee has adequate knowledge in answering questions from consumers (0.281); employees serve quickly (0.216); and its employees understand consumer needs (0.175) billing at this internet cafe keeps proper records at the start of use (-0.092) this internet cafe has public facilities (clean and comfortable bathrooms and waiting rooms (0.071); materials related to services (such as pamphlets , bartender, announcements, etc.) that look attractive (-0.038) are not found in internet cafe services, this is because in internet cafe services, consumers do not interact continuously face to face between customers and internet cafe employees who are more concerned with service hardware facilities (computer facilities), internet connection speed, and a comfortable atmosphere in using internet services.

Based on the test results using 9 valid question items and tested on 157 respondents, it can be concluded that all statement items in this study are reliable and valid. This means that these statements can be used as assessing indicators for each variable in this research.

Measurement reliability is determined by calculating the Cronbach alpha coefficient of each instrument. The results of this calculation show that Alpha is 0.552, because the alpha value > r table (0.552> 0.1567) so it is concluded that the instrument is reliable or consistent as a measuring tool. (sekaran; 1992) then the results of the data validity test are displayed in following table.

Table 1 Data Validity Test Results

No	Items	Pearson Correlation	Sig	r table (α=5%,N=157)	Decision
1	PX1.1	0.240	0.002	0.1567	valid
2	PX1.2	0.480	0,000	0.1567	valid
3	PX2.1	0.160	0.045	0.1567	valid
4	PX3.1	0.607	0,000	0.1567	valid
5	PX3.2	0.596	0,000	0.1567	valid
6	PX4.1	0.704	0,000	0.1567	valid
7	PX4.2	0.590	0,000	0.1567	valid
8	PX5.1	0.624	0,000	0.1567	valid
9	PX5.2	0.636	0,000	0.1567	valid
10	EX1.1	0.433	0,000	0.1567	valid
11	EX1.2	0.475	0,000	0.1567	valid
12	EX2.1	0.531	0,000	0.1567	valid
13	EX3.1	0.661	0,000	0.1567	valid
14	EX3.2	0.502	0,000	0.1567	valid
15	EX4.1	0.658	0,000	0.1567	valid
16	EX4.2	0.483	0,000	0.1567	valid
17	EX5.1	0.508	0,000	0.1567	valid
18	EX5.2	0.610	0,000	0.1567	valid

Validity test done by calculating the calculated r correlation (Pearson correlation) between the score of each question item and the total question score. From the results of calculating the validity of the data, both perceptions and expectations, a decision was made that all items were valid based on the condition that calculated r $\geq$ r table, then the question instruments were correlated significant to the total score or said to be valid and capable of being an indicator for assessing the variables used in this research.

Description Perception

Based on the results of observations using a multi-item scale, the following perceptions were obtained.

1. Tangible Perception

Table 2 Tangible Perceptions

	PX1.1		PX1.2	
	Frequency	Percent	Frequency	Percent
Very not agree	0	0	0	0
Don't agree	1	0.6	2	1.3
Hesitant	37	23.6	39	24.8
Agree	70	44.6	67	42.7
Strongly agree	49	31.2	49	31.2
Total	157	100	157	100.0

The measurement results from the statement that this internet cafe has the latest equipment and technology (P. % doubts that statement. This means that the majority of equipment and technology used by internet cafes already has the latest technology. Meanwhile, the measurement results from the statement that the physical facilities of the building and parking area look comfortable and attractive (PX1.2) illustrate that 73.9% of respondents tended to agree to strongly agree that the physical facilities of the building and parking area looked comfortable and attractive, while 1.3% of respondents tended to disagree and 24.8% were doubtful about this statement. This means that the majority of internet cafes in Malang have good physical building facilities.

2. Perceived Reliability

Table 3 Perception of Reliability

	PX2.1		PX2.2	
	Frequency	Percent	Frequency	Percent
Very not agree	0	0	0	0
Don't agree	1	0.6	32	20.4
Hesitant	17	10.8	49	31.2
Agree	62	39.5	57	36.3
Strongly agree	78	49.7	19	12.1

results of the statement that this internet cafe has billing that is free from errors or errors (PX2.1) illustrates that 89.2% of respondents tend to rate agree to strongly agree, while 10.8% are doubtful about the statement and no one disagrees. This means that the majority of internet cafes use billing which is guaranteed to be free from calculation errors or errors. Meanwhile, for the measurement results from the statement that internet cafe employees provide fast service to customers (PX2.2), it can be described that according to their experience in using internet cafe facilities, 48.4% of respondents tended to answer agree to strongly agree, while 20.4% of

respondents tended to say disagreed and 31.2% were doubtful with that statement. This means that the service provided by internet cafe employees is still not fast enough

3. Perception of Responsiveness

Table 4 Perception of Responsiveness

	PX3.1	
	Frequency	Percent
Very not agree	1	0.6
Don't agree	13	8.3
Hesitant	60	38.2
Agree	57	36.3
Strongly agree	26	16.6
Total	157	100

The measurement results from the statements of internet cafe employees responding to questions/requests from customers (PX3.1) illustrate that 52.9% of respondents tended to answer agree to strongly agree to the responses given by internet cafe employees, while 8.9% of respondents tended to disagree and 38.2 % doubts that statement. This means that the service can be said to be good.

4. Assurance Perception

Table 5 Perception of Assurance

	PX4.1		PX4.2	
	Frequency	Percent	Frequency	Percent
Very not agree	2	1.3	0	0
Don't agree	34	21.7	28	17.8
Hesitant	58	36.9	65	41.4
Agree	42	26.8	46	29.3
Strongly agree	21	13.4	18	11.5
Total	157	100	157	100.0

The measurement results of the statement that the behavior of internet cafe employees creates trust from customers (PX4.1) shows that 40.2% of respondents tend to answer agree to strongly agree with the behavior of internet cafe employees that creates trust from customers, meanwhile 23% of respondents tend to disagree and disagree. 36.9% were doubtful about that statement. It can be said that the quality of service is still quite good. Meanwhile, the measurement results from the statement I feel safe when using internet services at this internet cafe (PX4.2) illustrate that 40.8% of respondents tend to answer agree to strongly agree regarding the security of using internet services, while 17.8% of respondents tend to disagree.

and 41.4% were doubtful about that statement. This means that the majority of internet cafes already use good internet protection.

5. Empathy Perception

Table 6 Perception of empathy

	PX5.1		PX5.2	
	Frequency	Percent	Frequency	Percent
Very not agree	2	1.3	4	2.5
Don't agree	33	21	26	16.6
Hesitant	47	29.9	66	42
Agree	55	35	46	29.3
Strongly agree	20	12.7	15	9.6
Total	157	100	157	100.0

The measurement results from the statement that employees are friendly and close to consumers (PX5.1) illustrate that 47.7% of respondents tend to answer agree to strongly agree, while 22.3% of respondents tend to disagree and 29.9% are doubtful about this statement. This means that the majority of internet cafe employees are friendly and close to consumers. Meanwhile, the measurement results from employee statements at this internet cafe show a sincere intention to help customers (PX5.2), illustrating that 38.9% of respondents tended to answer agree to strongly agree with this statement, while 19.1% of respondents tended to disagree and strongly agree. 42% were unsure about that statement. This means that consumers are still doubtful about the sincere intentions of internet cafe employees to help consumers.

Description Expectation

Based on the results of observations using a multi-item scale, the following expectations were obtained.

1. Tangible Expectations

Table 7 Tangible Expectations

	EX1.1		EX1.2	
	Frequency	Percent	Frequency	Percent
Very not agree	0	0	1	0.6
Don't agree	2	1.3	4	2.5
Hesitant	17	10.8	21	13.4
Agree	59	37.6	83	52.9
Strongly agree	79	50.3	48	30.6
Total	157	100	157	100.0

The measurement results from the statement that this internet cafe has the latest equipment and technology (E. This means that the majority of consumers expect the equipment

and technology in internet cafes to be even better. Meanwhile, the measurement results from the statement that the physical facilities of the building and parking area look comfortable and attractive (EX1.2) illustrate that 83.5% of respondents tend to have high expectations, while 3.1% of respondents tend to have low expectations and 13.4% are doubtful about this statement. This means that the majority of consumers hope that the physical facilities of buildings and parking lots can be better.

2. Expectation Realibility

Table 8 Reliability Expectations

	EX2.1		EX2.2	
	Frequency	Percent	Frequency	Percent
Very not agree	0	0	0	0
Don't agree	4	2.5	5	3.2
Hesitant	14	8.9	24	15.3
Agree	59	37.6	40	25.5
Strongly agree	80	51	88	56.1
Total	157	100	157	100.0

The measurement results of the statement that this internet cafe has billing that is free from errors or errors (EX2.1) illustrates that 88.6% of respondents tend to have high expectations, while 2.5% of respondents tend to have low expectations and 8.9% are doubtful about this statement. This means that the majority of consumers hope that billing at internet cafes will not cause mistakes or errors. Meanwhile, the measurement results from the statement that internet cafe employees provide fast service to customers (EX2.2) illustrate that 81.6% of respondents tend to have high expectations, while 3.2% of respondents tend to have low expectations, and 15.3% are doubtful about this statement. This means that the majority of consumers expect fast service from internet cafe employees.

3. Expectation Responsiveness

Table 9 Responsiveness Expectations

	EX3.1		EX3.2	
	Frequency	Percent	Frequency	Percent
very not agree	0	0	0	0
No agree	1	0.6	2	1.3
hesitant	15	9.6	6	3.8
agree	89	56.7	61	38.9
strongly agree	52	33.1	88	56.1
Total	157	100	157	100.0

The measurement results of internet cafe employees' statements responding to questions/requests from customers (EX3.1) illustrate that 89.8% of respondents tend to have high expectations, while 0.6% of respondents tend to have low expectations and 9.6% are doubtful about that statement. This means that the majority of consumers expect responses to their questions or requests from internet cafe employees. Meanwhile, the measurement results of the statement that the behavior of internet cafe employees creates trust from customers (EX3.2) shows that 95% of respondents tend to have high expectations for this statement, while 1.3% of respondents tend to have low expectations and 3.8% are doubtful about the statement. . This means that the majority of consumers hope that internet cafe employees can create a sense of trust from consumers.

4. Assurance Expectations

Table 10 Assurance expectations

	EX4.1	
	Frequency	Percent
Very not agree	0	0
Don't agree	1	0.6
Hesitant	14	8.9
Agree	69	43.9
Strongly agree	73	46.5
Total	157	100

The measurement results of consumers' statements that they feel safe when using internet services at this internet cafe (EX4.1) show that 90.4% of respondents tend to have high expectations, while 0.6% of respondents tend to have low expectations and 8.9% are doubtful about this statement. This means that the majority of consumers hope that they will feel safe when using internet services.

5. Expectation Empathy

Table 11 Expectations empathy

	EX5.1		EX5.2	
	Frequency	Percent	Frequency	Percent
Very not agree	0	0	0	0
Don't agree	0	0	2	1.3
Hesitant	9	5.7	19	12.1
Agree	61	38.9	68	43.3
Strongly agree	87	55.4	68	43.3
Total	157	100	157	100.0

The measurement results from the statement that employees are friendly and close to consumers (EX5.1) illustrate that 94.3% of respondents tend to have high expectations, while 5.7% of respondents tend to express doubts about this statement and no one has low expectations. This means it tends to be very good. This means that the majority of internet cafe consumers expect internet cafe employees to be friendly and close to them. Meanwhile, the measurement results from employee statements at this internet cafe show a sincere intention to help customers (EX5.2), indicating that 86.6% of respondents tend to have high expectations for this statement, while 1.3% of respondents tend to have low expectations and 12.1% are doubtful. . This means that the majority of consumers hope that there is a sincere intention to help from internet cafe employees.

Gap Description *(Perceived Service Quality)*

An illustration of the gap that occurs between perceptions and expectations of internet cafe services, in each item forming the dimensions, is shown in table 55 below.

Table 12 Description of gaps per dimension quality

	Tangibles (%)	Reliability (%)	Responsiveness (%)	Assurance (%)	Empathy (%)
Not Quality	45.8	30.6	71.4	78.4	75.9
Quality	31.2	39.5	15.9	15.3	14.6
Very high quality	22.9	30	12.8	6.4	9.5
Total	100	100	100	100	100

In the tangible dimension, 54.1% of respondents tend to receive services from quality to very high quality, while 45.8% tend to receive services at a low quality level. On the reliability dimension, 69.5% of respondents tend to receive services from quality to very high quality, while 30.6% tend to receive services at low quality levels. On the Responsiveness dimension, 28.7% of respondents tend to receive services from quality to very high quality, while 71.4% tend to receive services at a low quality level. In the Assurance dimension, 54.1% of respondents tend to receive services from quality to very high quality, while 45.8% tend to receive services at a low quality level. On the empathy dimension, 15.2% of respondents tend to receive services from quality to very high quality, while 75.9% tend to receive services at a low quality level.

Table 13 Mean and Standard Deviation from Perception ,

Expectations and Quality Service

Dimensions	Perception		Expectation		Quality of service	
	Mean	elementary school	Mean	elementary school	Mean	elementary school
Tangibles	4,0510	0.53465	4.2357	0.58715	-0.1847	0.75593
Reliability	4.3885	0.67605	4.3694	0.75351	0.0191	1.0468
Responsivenes	3.5000	0.79057	4.2834	0.59988	-0.7834	0.99078
Assurance	3.3185	0.83810	4.4299	0.51720	-1.1115	0.99614
Empathy	3.3185	0.83619	4.3917	0.52293	-1.0732	1.04975

The gaps that occur in the service quality dimensions in order from the largest value to the smallest value are Assurance (-1.1115), Empathy (-1.0732), Responsiveness (-0.7834), Tangible (-0.1847) and Reliability (0.0191). The meaning of this gap is that the quality of service received by consumers for Reliability is categorized as very high quality (a value greater than zero) while the other dimensions have a gap value smaller than zero (negative), meaning they are categorized as not of good quality. This is in contrast to research conducted by Marry Long and Charles McMellon which states that the Tangible dimension is the most important and the reliability dimension is the last dimension. The differences in research results are due to differences in the level of consumer needs, research objects, and measuring instruments used.

T test

Table 14 Paired T-Test Between Perceptions and Expectations

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perception	3.6403	157	.46892	.03742
	expectations	4.3389	157	.38459	.03069

The table shows a statistical summary of perceptions and expectations, the average for perception is 3.6403 (tends to be good), while for expectations it is 4.3389 (tends to be very good)

Table 15 T-Paired sample correlation test

	N	Correlation	Sig.
Pair 1 Perception & expectations	157	-.192	.016

The correlation results between the two variables produce a figure of -0.192 with a probability value of 0.016 (above 0.05). This states that the correlation between perception and expectation is significant, with the direction of the correlation being negative, which means it has the opposite direction.

CONCLUSION

Parasuraman, et.aal's Servqual construct, which initially had 22 items consisting of 5 dimensions, in the case study in internet cafes was reduced to 9 items, this is because in internet cafe services the main goal of consumers is reliability with service indicators for hardware facilities (computer facilities).), internet connection speed, error-free billing and a comfortable atmosphere when using internet services.

In the tangible dimension, 54.1% of respondents tend to receive services from quality to very high quality, while 45.8% tend to receive services at a low quality level. On the reliability dimension, 69.5% of respondents tend to receive services from quality to very high quality, while 30.6% tend to receive services at low quality levels. On the Responsiveness dimension, 28.7% of respondents tend to receive services from quality to very high quality, while 71.4% tend to receive services at a low quality level. In the Assurance dimension, 54.1% of respondents tend to receive services from quality to very high quality, while 45.8% tend to receive services at a low quality level. In the empathy dimension, 15.2% of respondents tend to receive services from quality to very high quality, while 75.9% tend to receive services at low quality levels.

The gaps that occur in the service quality dimensions in order from the largest value to the smallest value are Assurance (-1.1115), Empathy (-1.0732), Responsiveness (-0.7834), Tangible (-0.1847) and Reliability (0.0191). The meaning of this gap is that the quality of service received by consumers for Reliability is categorized as very high quality (a value greater than zero) while the other dimensions have a gap value smaller than zero (negative), meaning they are categorized as not of good quality.

That the value of r = 1 = 100% means that the quality of service in internet cafe services can be explained by the five dimensions that form it, namely, the dimensions of empathy, reliability, assurance, responsiveness, and tangible. The standard error of estimate of zero (0)

proves that the regression model is appropriate to use to predict the dependent variable or service quality.

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