PURCHASE DECISION AND CUSTOMER SATISFACTION "KAFE JAMU" IN NGUTER DISTRICT, SUKOHARJO REGENCY

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ABSTRACT

The establishment of the Jamu Cafe aims to preserve drinking herbal medicine so that adults and young people favor it. On the other side, the marketing mix strategy with consumer orientation conducted by Kafe Jamu has not been maximized. This study aims to identify the characteristics, purchase decisions, and analyze the consumer satisfaction of Kafe Jamu to improve the performance of the attributes of the marketing mix strategy. The data processing and analysis methods used are descriptive analysis, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). The results showed that the CSI value was 78.86%, which means that consumers are satisfied with the quality of products and services provided by Kafe Jamu. Attributes that should be maintained based on IPA are attributes in quadrant II, including taste, availability of parking facilities, availability and cleanliness of toilets, prices offered, room cleanliness, product hygiene, and ease of access. Attributes that must be improved are in quadrant I, including advertising and promotion, signage, service, and speed of serving.

Keywords: consumer satisfaction, herbal, marketing mix, purchase decision

BACKGROUND

Jamu is a traditional Indonesian herbal drink made from a mixture of plants, animal ingredients, mineral ingredients, extract preparations or mixtures of these ingredients which have been used for generations for treatment (Harmanto and Subroto, 2007). Herbal medicine is believed to have relatively smaller side effects than medical drugs because of the ingredients contained in it the inside comes from plants (Ningsih, 2016). The habit of drinking herbal medicine for some Indonesian people, especially Javanese people, is still maintained and passed down to the next generations.

The healthy living trend in the community by using products that come from nature or back to nature has not only spread to consumption patterns. Still, it has penetrated other sectors, including medicine. Based on data from the Central Statistics Agency (2017), the consumption of traditional medicines in Indonesia increased from 2008 to 2017. As many as 59.29% of the Indonesian population consume herbal medicine, both for maintaining health and treatment, and 93.76% of them stated that Herbal medicine provides benefits for the health of the body (Health Research and Development Agency, 2010).

The potential of the herbal medicine market, which tends to increase every year, encourages PT. Konimex to open a Kafe Jamu that aims to cultivate and preserve herbal medicine so that adults and millennials or young people favor it. The Kafe Jamu results from a synergy between the Sukoharjo Regency Government, PT. KONIMEX and BPOM RI. The Kafe Jamu provides

Herbadrink herbal products that have received marketing authorization from BPOM, and their health is guaranteed. However, based on the researcher's interview with the employees of Kafe Jamu, it shows that the number of visitors to Kafe Jamu fluctuates and tends to decrease, especially on weekdays. This has an impact on the income earned by Kafe Jamu. Ma'mun et al. (2014) stated that the income of a business would increase along with increasing consumer satisfaction. Consumer satisfaction affects long-term income or profit performance which is shaped by various strategic dimensions that are more competitive through brand loyalty and product quality (Hasan, 2013). This shows that the marketing mix strategy with consumer orientation conducted by Kafe Jamu has not been maximized. Kafe Jamu must know the characteristics of consumers to know the wants and needs of consumers to be more interested in making purchases.

Competitive business competition with various product and service differentiation encourages consumer satisfaction to become a matter that must be considered. satisfaction is a reaction to customer behavior after a purchase (Fitriana and Soetjipto, 2015). The Kafe Jamu party needs to prioritize consumer satisfaction by knowing the characteristics and factors that influence consumers purchasing decisions. Purchase decisions have a significant effect on the satisfaction received by consumers (Saputra et al., 2018). The higher the benefits or performance of the products offered will affect the more heightened the impulse to make purchasing decisions and the satisfaction obtained by consumers. Therefore, it is necessary to research purchasing decisions and consumer satisfaction of Kafe Jamu's in Nguter District, Sukoharjo Regency. Based on this background, this study aims to identify the characteristics of stages buying decision by consumer, and analyze level consumer satisfaction Kafe Jamu to improve the performance of the marketing mix strategy attributes that have not been maximized.

RESEARCH METHODS

The primary method used in this research is a descriptive method using the survey technique. The location selection was based on the consideration that the Kafe Jamu was the first to be inaugurated by the Minister for Human Development and Culture together with the Head of BPOM RI on March 18, 2019, and served as a pilot project. In addition, the Kafe Jamu is located in Sukoharjo Regency, which has been proclaimed as a national herbal tourism destination.

The sampling method used in this research is non-probability sampling with a convenience sampling technique with several respondents as many as 100 people. According to Endra (2017), the determination of respondents in research using the convenience sampling technique is a condition where a person is taken as a sample because they happen to meet or happens to be known by the researcher to meet the criteria as a data source. The sample criteria in this study are Kafe Jamu consumers who are at least 18 years old and have purchased Herbadrink herbal products at least once so that it can be ascertained that consumers have consideration for comparisons of importance and level of performance.

The data used are primary data and secondary data. Data collection techniques are carried out online through google forms and offline through observation, interviews, questionnaires, and recording. Preliminary data consists of (1) consumer characteristics which include gender, age, education level, type of work, and income level; (2) purchasing decisions in the form of needs recognition, information search, alternative evaluation, purchase decisions, and post-purchase

evaluations; (3) data related to consumer satisfaction on 18 attributes describing the 7P factors of the marketing mix including taste, product variety, hygiene, appearance, packaging, the price offered, advertising and promotions, signage, ease of access, service, the appearance of waiters, speed of serving, speed of payment transactions, room decoration, cleanliness, availability of parking facilities, availability of wifi, and availability and cleanliness of toilets. Secondary data include the percentage of herbal medicine consumption by the Indonesian population in 2010 and the average consumption of traditional medicines in Indonesia from 2008-to 2017.

The data analysis method used is (1) descriptive analysis used to identify consumer characteristics and stages consumer purchasing decisions Kafe Jamu; (2) Customer Satisfaction Index (CSI) to determine the overall level of customer satisfaction of Kafe Jamu, which is known by an approach that considers the level of importance of the measured product or service attributes; (3) Importance Performance Analysis (IPA) to measure the satisfaction performance that is deemed to be important and the satisfaction performance received by consumers. The purpose of the IPA analysis is to evaluate which attributes of Kafe Jamu need improvement to increase customer satisfaction.

Customer Satisfaction Index (CSI)

The CSI measurement method includes several steps (Aji and Marleni, 2018). The first step is determining the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS).

$$MIS = \frac{\sum_{i=1}^{n} Y_i}{n}$$

$$MSS = \frac{\sum_{i=1}^{n} X_i}{n}$$

Where N is the number of respondents, Yi is the value of the importance of the i-th variable, and Xi is the performance value of the i-th variable. The second step calculates the Weight Factors (WF)

$$WF = \frac{MIS_i}{\sum_{i=1}^{p} MIS} \times 100\%$$

The third step is to calculate the Weight Score (WS)

$$WS_i = WF_i \times MSS_i$$

Fourth step calculate CSI

$$CSI = \frac{\sum_{i=1}^{p} WS}{HS} \times 100\%$$

Where P is the p-th importance variable and HS is the highest scale or the maximum scale used.

The level of satisfaction of respondents as a whole can be seen from the criteria for the level of consumer satisfaction. Determination of the index number on the requirements for the value of the Customer Satisfaction Index (CSI) using a numerical scale with the following formula:

$$Rs = \frac{(m-n)}{b}$$

Where Rs is the scale range, M is the highest score, n is the lowest score, and b is the number of classes (in this study using a maximum scale of 5). The range of satisfaction scales 0 from %-100% where the highest satisfaction is achieved if the CSI shows a value of 100%. The scale range in this study is calculated as follows:

$$Rs = \frac{(100\% - 0\%)}{5} = 20\%$$

Based on the results of these calculations, the range of satisfaction rating scales is obtained, which can be seen in Table 1.

Table 1. CSI Intrepretation

Index Number	Interpretation
0% < CSI 20%	Very dissatisfied
20% < CSI 40%	Not satisfied
40% < CSI 60%	Quite satisfied
60% < CSI 80%	Satisfied
80% < CSI 100%	Very satisfied

Importance Performance Analysis (IPA)

According to Alghifari (2019), Science Analysis is used to measure satisfaction performance, which is considered necessary by customers and satisfaction performance received by customers through the variables in the questionnaire using a Likert scale. The data obtained is used to determine the actual level of importance of the café variable and the product variable.

The total assessment of the level of performance and the level of importance is obtained by adding up the assessment scores given by consumers. The calculation results are then described in the form of a Cartesian diagram. Each variable is positioned in the diagram based on the average score. The average score of performance level assessment (X) indicates the position of a variable on the X-axis, while the average score of importance (Y) indicates the position of the variable on the Y axis. The formula used is:

$$Xi = \frac{\sum_{i=1}^{n} Xi}{n}$$

$$Yi = \frac{\sum_{i=1}^{n} Yi}{n}$$

Where X is the average score of the level of performance, Y is the average score of the level of importance, and n is the number of consumers. A Cartesian diagram is a space that is divided into four quadrants bounded by two lines that intersect at right angles to points (a and b). A Cartesian diagram is used to determine each point in the plane using two numbers which are commonly called the X coordinates and Y coordinates. The points a and b are obtained by the formula:

$$a = \frac{Xi}{k}$$

$$b = \frac{Yi}{k}$$

Where a is the limit of the X axis (performance level), b is the limit of the Y axis (level of importance), and k is the number of variables studied. Furthermore, the levels of these elements are described and divided into a Cartesian diagram as shown in Figure 1.
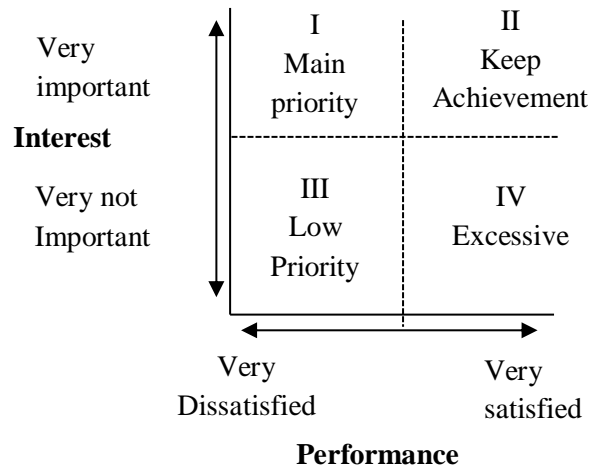

Figure 1. Cartesian diagram of IPA (Suprapto, 2006)

RESULT AND DISCUSSION

Kafe Jamu is a cafe that aims to cultivate and preserve the culture of drinking herbal medicine so that it is favored by parents or adults, and favored by young people. Therefore, Herbadrink products are combined with milk, soda, cendol, aloe vera, chocolate, and basil to adjust the product's taste to the tastes of young people and create a delicious dish of different herbal flavors. Kafe Jamu is located in Nguter District, Sukoharjo Regency, Central Java. The location of the Kafe Jamu is quite strategic because it is located in Nguter Market. This is in accordance with Gardjito et al. (2018) statement that the Nguter Market is known as the only market in Indonesia that is devoted to the herbal medicine market. Nguter Market was declared a market that explicitly sells herbal products and ingredients by the government in 2013. The location of the Kafe Jamu, which is right next to the market entrance, makes it easier for potential buyers to find the place.

Kafe Jamu was established to market Herbadrink products, traditional medicinal innovations developed by PT. Konimex. The Kafe Jamu was inaugurated on March 18, 2019, by the Minister for Human Empowerment and Culture and the Head of the Food and Drug Supervisory Agency of the Republic of Indonesia. On that date, Sukoharjo Regency, known as the Jamu Regency, was also declared the first herbal tourism destination in Indonesia.

Consumer Characteristics

The results showed that 52% of consumers at The Kafe Jamu are female. Sihombing (2016) states that female consumers are more easily attracted to trying new things based on an attractive appearance and advertisements. In addition, female consumers tend to spend a long time in one place just to have a conversation.

More consumers aged 26 to 35 years than other age groups, namely as much as 33%. This is for the Kafe Jamu, which wants to cultivate a culture of drinking herbal medicine among young people. Sihombing (2016) explains that the age group of 26 to 35 years is a productive age and has a

high level of mobility. In addition, consumers in this age range already have their income and are cane decisions to make purchases.

Consumers visitors dominate consumers of the Kafe Jamu stat is 63%. This is because most of the consumers of Kafe Jamu are aged 26 years and over. This is also supported by the opinion of the Population and Family Planning Agency (BKKBN) that a healthy marriage is a marriage performed by a man who is 25 years old and a woman 20 years old. This is considered based on the based importance of the reproductive system in marriage (Arimurti and Nurmala, 2017).

Herbal medicine cafe consumers are dominated by visitors with the latest high school education, as much as 53%. This is because most of the visitors to Kafe Jamu are entrepreneurs and students. Entrepreneurs are included in the informal sector. According toMahardikawati et al. (2009) the informal sector does not require a high level of education and only requires willingness, knowledge, age and skills.

Most of the consumers are entrepreneurs, as much as 29%. Most of the Kafe Jamu have jobs or activities with relatively high physical activity outside the home, thus encouraging consumers to purchase herbal drinks such as herbal medicine to restore stamina and maintain a healthy body. According to Anto (2009), the average consumer of herbal medicine is classified as a hard worker, such as entrepreneurs and private employees who often do physical activity. A product is needed that can restore body fitness.

Consumers who make the most purchases at Kafe Jamu have an opinion of Rp. 2,000,000 to Rp. 2,999,999 with 28%. Consumers of Kafe Jamu are not limited by income segment because Herbadrink's price is quite affordable so that all people can enjoy it. Based on the characteristics of the gender and age of consumers, Kafe Jamu can create unique and instagramable photo spots to attract more visitors.

Consumer Purchase Decision Process for Kafe Jamu

The consumer's decision to purchase or consume a product does not just appear but through certain stages. The five steps of buying decision-making a series of processes that consumers go through before purchasing a product (Sihombing, 2016). Rossanty et al. (2018) state that the consumer purchasing decision process goes through five stages: introduction of problems or needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

Needs Recognition Stage

Respondents' motivation for purchasing herbal products is physiological, safety, and social needs. Purchase motivation due to the need for security has the highest percentage, 77%. According to Hikma (2015), the need for security is a need that an individual needs to protect himself physically and psychologically.

The majority of purchases of herbal products by respondents have a promotive purpose or maintain health by 59%. Most of the goals that Kafe Jamu consumers look for when consuming herbal medicine include maintaining their health, maintaining physical fitness, maintaining endurance, maintaining digestive health, etc. According to Gardjito et al. (2018), herbal medicine is a traditional medicine with significant benefits in maintaining health.

As many as 52% of respondents make purchases suddenly. Consumers do not plan to visit the Kafe Jamu. This is because the desire of most respondents to visit appears when they pass and see

the signboard of Kafe Jamu and interested in making a purchase. As many as 54% of respondents consume herbal medicine once. This is because respondents consume herbal medicine for preventive purposes and prioritize pharmaceutical drugs for treatment. Mahardikawati et al. (2009) state that most consumers consume herbal medicine for health maintenance, not for treatment.

Information Search Stage

The results showed that 44% of respondents knew information about the existence of Kafe Jamu from a friend. This indicates that the influence of word of mouth has a significant enough role in providing information regarding presencestence of the Kafe Jamu. Communication between friends and family flows effectively and can be an excellent promotional medium to influence someone to buy a product.

The information search stage of information sources plays an important vital role in influencing potential consumers to make purchases of a product. As many as 81% of respondents stated that the primary information about Jamu made them interested in creating a purchase. The source of information has a positive impact as a promotional medium for Kafe Jamu because it has succeeded in influencing respondents to make purchases.

Evaluation Stage Alternative

The results showed that the attribute that was most widely used as a purchase consideration by respondents was the taste of herbal medicine, which was 62%. Kafe Jamu has a delicious taste and is different from traditional herbal proneural. This encourages consumers to visit.

Purchase Decision Stage

The results showed that most of the respondents who made purchases at Kafe Jamu based on their initiative were 47%. Although most of the respondents received information about the Kafe Jamu from friends, this information did not affect their decision to visit the Kafe Jamu. This is because the information obtained is deemed insufficient and unsatisfactory, so respondents feel the need to seek additional information through other parties or the mass media.

As many as 47% of respondents make purchases on holidays. Respondents tend to feel more comfortable buying Herbadrink on holidays. Many respondents feel that their assets will be more effective when made on holidays. After all, they are not being chased by other jobs so that consumers can relax longer and enjoy purchases made at Kafe Jamu with friends, spouses, or family.

The results showed that 18% of respondents bought Herbadrink with the *kuali buaya* variant. Herbadrink blend of sour turmeric with jelly and aloe vera produces a delicious taste. Some respondents are also interested in purchasing the *kuali buaya* variant because there is a mixture of aloe, which is believed to have many health benefits.

The majority of respondents' frequency of visiting the Kafe Jamu once a month is 73%. Most of the respondents made their first visit and purchase at the Kafe Jamu, where the stop was just to try the herbal innovations offered. This shows that Kafe Jamu has an appeal as a cafe that sells processed modern herbal medicine.

Post Purchase Evaluation Stage

The majority of respondents were satisfied after purchasing Herbadrink products at Kafe Jamu, 83%. The satisfaction in question is the respondent's sense of satisfaction after purchasing Herbadrink products at the Kafe Jamu.

The majority of respondents are interested in making repeat purchases with a percentage of 85%. This shows that respondents are satisfied with the purchase of Herbadrink products, so they desire to make repeat purchases. The intention to repurchase also arises because the atmosphere of the café, which consumers consider to provide comfort, also encourages their decision to make a return visit to Kafe Jamu.

Most of the respondents stated that they would recommend Kafe Jamu to others with a percentage of 87%. Respondents intend to recommend Kafe Jamu to people close to them because they are proud of their visit to Kafe Jamu. Respondents want to share their experiences when visiting the Kafe Jamu and recommend making purchases at the Kafe Jamu to their closest people.

Customer Satisfaction Index (CSI) Analysis

The results showed that the Customer Satisfaction Index (CSI) for Kafe Jamu was 78.86%. Based on the consumer satisfaction index, the Customer Satisfaction Index (CSI) of Kafe Jamu is in the range of 60% < CSI < 80%. This shows that, in general, the consumer satisfaction index of Kafe Jamu is at the level of satisfaction. Even so, Kafe Jamu still needs to improve its performance because there are 21.14% of consumers whose joy has not been fulfilled by Kafe Jamu due to implementation that has not been maximized. The calculation of the CSI for the Kafe Jamu can be seen in Table 2.

Table 2. Calculation of the Customer Satisfaction Index (CSI) for Kafe Jamu

No	Attribute	Level of Interest		Performance Level	
		Mean Importance Score	Weight Factors(%)	Mean Satisfaction Score	Weight Score
1	Taste	4.68	5.70	3.99	0.23
2	Variety of flavors	4.07	4.96	4.18	0.21
3	Product hygiene	4.97	6.06	4.39	0.27
4	Product Display	4.39	5.35	4.14	0.22
5	Product Packaging	4.42	5.39	3.77	0.20
6	Price offered	4.89	5.96	4.23	0.25
7	Advertising and promotion	4.58	5.58	2.99	0.17
8	Name plate	4.62	5.63	3.21	0.18
9	Easy access to	4.93	6.01	4.66	0.28
10	Service	4.87	5.94	3.79	0.22
11	Waitress Appearance	4.17	5.08	4.45	0.23
12	Serving speed	4.79	5.84	3.88	0.23
13	Payment transaction speed	4.16	5.07	2.68	0.14
14	Room decoration	4.11	5.01	4.01	0.20
15	Room cleanliness	4.95	6.03	4.23	0.26
16	Availability of parking facilities	4.64	5.66	4.06	0.23
17	Availability of wifi	3.94	4.80	3.98	0.19
18	Availability and cleanliness of toilets	4.86	5.92	4.17	0.25
	Total	82.04	100.00	70.81	

No	Attribute	Level of Interest		Performance Level	
		Mean Importance Score	Weight Factors(%)	Mean Satisfaction Score	Weight Score
Total Weight Score					3.94
Customer Satisfaction Index (%)					78.86

Importance Performance Analysis (IPA)

The results showed that the average value of the exciting attribute of Kafe Jamu was 4.56%. Meanwhile, the average value of the performance level of the Kafe Jamu is 3.93%. The average level of importance and performance level of the Kafe Jamu can be seen in Table 3.

Table 3. Average Interest Level and Performance Level of Kafe Jamu

Attribute	Level of Interest	Level Performance
Taste	4.68	3.99
Variety of flavors	4.07	4.18
Product hygiene	4.97	4.39
Product Display	4.39	4.14
Product Packaging	4.42	3.77
Price offered	4.89	4.23
Advertising and promotion	4.58	2.99
Name plate	4.62	3.21
Ease of access	4.93	4.66
Service	4.87	3.79
Waitress Appearance	4.17	4.45
Serving speed	4.79	3.88
Payment transaction speed	4.16	2.68
Room decoration	4.11	4.01
Room cleanliness	4.95	4.23
Availability of parking facilities	4.64	4.06
Availability of wifi	3.94	3.98
Availability and cleanliness of toilets	4.86	4.17
Total	82.04	70.81
Average	4.56	3.93

Based on the average value, each attribute of Kafe Jamu will be divided into four quadrants which are separated by the X and Y axes. The average weight of importance is on the Y-axis, and the average performance level value is on the X-axis. Each quadrant describes a different situation. The Cartesian Importance Performance Analysis (IPA) diagram for Kafe Jamu can be seen in Figure 2.
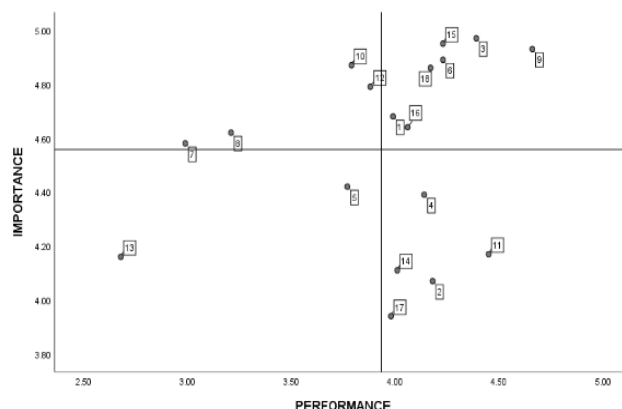
Figure 2. Cartesian diagram Importance Performance Analysis

1. Quadrant I (Top Priority)

Quadrant I in the Cartesian diagram shows that the attributes are essential for consumers, but their performance is not satisfactory and not to consumer expectations. Based on the study results, four points are in quadrant I: advertising and promotion, signage, service, and presentation speed.

Kafe Jamu has small signage and unattractive signage. The Kafe Jamu can improve this attribute by creating new signage with a bigger size. The signboard design can be made more attractive by choosing bright colors to make it stand out and attract attention and adding the Kafe Jamu logo.

The promotion carried out by the Kafe Jamu is still very lacking. Kafe Jamu only uses advertising through online media coverage and uses word of mouth (word of mouth). Kafe Jamu can install billboards in front of the cafe. In addition, promotional activities can also be carried out online by providing purchase vouchers to consumers through a collaboration between the Kafe Jamu and service providers food orders and carrying out promotional activities through social media such as Instagram or Twitter by holding giveaways or social media contests where Kafe Jamu can ask its followers to tag or tag friends or people closest to him as a form of the match made. Kafe Jamu followers who participate in the game will automatically apply word of mouth by sharing the Kafe Jamu social media tag with their family or friends.

Consumers are not satisfied with the performance of the service attributes of the Kafe Jamu waitress. Consumers assess the attitude of the Kafe Jamu waitress to be less friendly and smile less when interacting with consumers. The service attribute of the waitress must be the primary improvement priority by Kafe Jamu because it dramatically influences customer satisfaction and repurchase decisions. Kafe Jamu must provide regular supervision and training to waiters on how to serve customers well.

Consumers judge that the performance of serving speed is less than satisfactory. This is due to the limited number of waiters and waiters who are less agile in serving consumers. Herbal Café could implement an SOP (Standard Operational Procedure) regarding the speed of doing Herbadrink products and improving the skills of its employees.

2. Quadrant II (Maintain Achievement)

Quadrant II shows consumers' necessary attributes, and their performance has been implemented well. The characteristics in quadrant II have been implemented by Kafe Jamu well and in accordance with consumer expectations so that consumers are satisfied with these attributes. That way, Kafe Jamu must be able to maintain performance on the details in this quadrant. Based on the study results, there are four attributes in quadrant II, namely, taste, availability of parking facilities, availability and cleanliness of toilets, prices offered, room cleanliness, product hygiene, and ease of access.

Consumers of the Kafe Jamu are very concerned about cleanliness and health without compromising the taste of the products they consume. The performance of the taste and hygiene attributes of Herbadrink's products is deemed to have met consumer expectations, so Kafe Jamu must maintain and even improve the performance of these attributes to sustain customer satisfaction. In addition, the price of the product offered by herbal medicine is considered still affordable, and to the quality of products and services provided. Kafe Jamu must maintain this performance to continue to satisfy consumers.

Consumers of Kafe Jamu are very concerned about cleanliness and comfort when purchasing. Attribute cleanliness of the room, the availability of parking facilities, and the availability and cleanliness of toilets support the creation of a sense of comfort and consumer satisfaction for the Kafe Jamu. Kafe Jamu needs to maintain and improve the performance of these three attributes. The performance improvement strategy Kafe Jamu can carry out is common control over the cleanliness of the room and toilets at Kafe Jamu. This is done to ensure that the rooms and toilets bathrooms in Kafe Jamu are always clean and comfortable for consumers.

The location of the Kafe Jamu is considered strategic because it is located in Nguter Market, which has been proclaimed as a market that explicitly sells herbal products and ingredients by the government. The Kafe Jamu is located next to the market entrance, making it easier for potential customers to find a safe location. The traffic flow to Kafe Jamu is relatively smooth and easily accessible by private vehicles and public transportation. The Kafe Jamu can expand by opening outlets outside Sukoharjo Regency to broaden its marketing.

3. Quadrant III (Low Priority)

Quadrant III shows attributes with a low level of importance, and the performance of Kafe Jamu is also considered unfavorable by consumers. Improvements to the characteristics in quadrant III have a low priority and are deemed not too necessary for consumers. Based on the study results, four attributes are in quadrant III, namely, the speed of payment transactions and product packaging.

The performance level of the payment speed attribute is considered unsatisfactory for consumers. This attribute can be improved by providing non-cash payment instruments such as e-money and ATM/debit cards to shorten payments. Product packaging attributes are also considered unsatisfactory to bagi consumers. Herbadrink product packaging is considered less attractive and less intense on the cover. This makes consumers have to be careful when taking it away because they are worried that the product will spill. Kafe Jamu needs to evaluate and improve product packaging attributes, one of which is to use a cup sealer machine. Security in product packaging will increase consumer satisfaction with the Kafe Jamu.

4. Quadrant IV (Excess)

Quadrant IV shows the attributes whose importance is considered low by consumers, but Kafe Jamu very well does the level of performance. Details in quadrant IV are deemed not too crucial by consumers and do not influence the purchase decision of Herbadrink products. However, this is not a reason for Kafe Jamu not to pay attention to the attributes in this quadrant. However, it is necessary to control these attributes to continue to provide performance that is not too excessive and consumes too many unnecessary costs. Based on the study results, there are four attributes in quadrant IV, namely, the availability of wifi, room decoration, product display, taste variants, and the appearance of the waiter.

Wifi access at the Kafe Jamu is relatively stable andcapablereach all the tables. The management of the Kafe Jamu must maintain the performance of this attribute to maintain customer satisfaction. Besides that, Kafe Jamu also maximal enough in designing a cafe room. The Kafe Jamu room has a modern traditional concept, where there are decorations such as wayang, jarik cloth, and traditional Indonesian woven fabrics. Kafe Jamu must maintain the performance of these attributes to maintain comfort and attract consumers' attention.

Consumers reassess the appearance of unique and attractive herbal drink products. The combination of Herbadrink products with ingredients such as cendol, aloe vera, chocolate, basil, and jelly enhance the presentation of the product. Kafe Jamu also offers many different herbal flavor variants that other herbal medicine business actors do not own. Therefore, the Kafe Jamu must maintain performancesecondthis attribute to maintain customer satisfaction.

The waiter's appearance is not an attribute that is considered necessary by consumers. Consumers judge that waiter are fine to wear clean, neat, and polite clothes. However, Kafe Jamu provides excellent performance for this attribute in practice. Consumers give a positive response to the uniform of the Kafe Jamu waitress. Thus, Kafe Jamu needs to reconsider the policy of making uniforms for its waiters to minimize production costs and allocate them to other priority improvement attributes that are more important.

CONCLUSION AND SUGGESTION

The characteristics of the consumers of Kafe Jamu consist of males and females with relatively equal numbers. Most consumers are aged 26 to 35 years, with the status being married, with the latest education in high school, working as entrepreneurs, and having a monthly income of Rp. 2,000,000 to Rp. 2,999,999. The stages of the consumer decision-making process at Kafe Jamu include the introduction of needs, including the motivation to buy herbal medicine because of the lack of safety, having a promotive purpose, and the average consumption of herbal medicine once a week. The information search stage, where most consumers obtain information about the existence of Kafe Jamu from friends and sources of information makes consumers interested in making purchases. The alternative evaluation stage is where taste is considered by most consumers when purchasing the Kafe Jamu. The purchase decision stage is where most consumers visit Kafe Jamu suddenly and on the initiative. The average frequency of consumer purchases to Kafe Jamu is once a month. Most of them make purchases on holidays, and the product variation that consumers most often purchase is the crocodile Kuali variant. The post-purchase evaluation stage is where most consumers are satisfied

after purchasing Herbadrink products and will recommend Kafe Jamu to others. Based on their repurchase interest, most consumers will make return visits.

The results of measuring consumer satisfaction with the attributes of Kafe Jamu indicate that the value of the Customer Satisfaction Index (CSI) is 78.86%, which means that consumers are satisfied with the quality of products and services provided by Kafe Jamu. Attributes that should be maintained based on Importance Performance Analysis (IPA) are attributes in quadrant II, including taste, availability of parking facilities, availability and cleanliness of toilets, prices offered, room cleanliness, product hygiene, and ease of access. Attributes that must be improved are in quadrant I, including advertising and promotion, signage, service, and speed of serving.

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