CONSUMER SATISFACTION OF COFFEE SHOPS IN PONOROGO REGENCY

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ABSTRACT

People's lifestyle in consuming coffee encourage an increase of coffee shops in Ponorogo. This research aims to: 1) determine the level of consumer satisfaction with the quality of products and services, 2) determine the quality attributes of products and services that perceived important by consumers, 3) determine the quality attributes of products and services that prioritized for improvement. The study was conducted in Ponorogo Regency using convenience sampling method of 100 respondents. Data were analyzed using Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results showed: 1) CSI is 82.58% for product quality and 85.34% for service quality, both categorized as very satisfied, 2) product quality attributes that perceived important by consumers, namely price affordability, coffee's menu information, taste, packaging materials, raw materials quality, and suitability of product served with menu, while the attributes of service quality, namely parking availability, toilet cleanliness, comfort of prayer room, neat arrangement of places and provide free space, alacrity of employees tidying up tables, coffee shops cleanliness, serving time speediness, suitability of the menu served, the easiness of information to understand, quality products, products served at a clean table, friendly and polite service, fair service, and good communication from employees, 3) product quality attributes that prioritized for improvement, namely price affordability and coffee's menu information, while from service quality attributes, namely parking availability, toilet cleanliness, comfort of prayer room, neat arrangement of places and provide free space, and alacrity of employees tidying up tables.

Keywords: *Coffee Shop, Consumer Behavior, CSI, Consumer Satisfaction, Importance Performance Analysis.*

INTRODUCTION

Coffee is one of Indonesia's top commodities because it has high economic value. Indonesia's coffee production in 2019 to 2020 increased by 5.8% accompanied by an increase in coffee consumption from 2017 to 2020 by 1.7% (International Coffee Organization, 2021). This indicates that domestic coffee demand is high. Coffee drink are one of the coffee derivative products that are widely consumed. The high consumption of coffee can be caused by an increase in the number of Indonesian population, an increase in living standards and changes in people's lifestyles.

East Java Province is the largest coffee producer in Java with production data from BPS (2020) of 68,884 tons in 2020 and 69,570 tons in 2021. Ponorogo Regency is one of the districts in East Java Province with fluctuating coffee production levels but tends to increase. Changes in lifestyle in consuming coffee are also felt by the people of Ponorogo. This encourages the development of coffee shops in Ponorogo Regency.
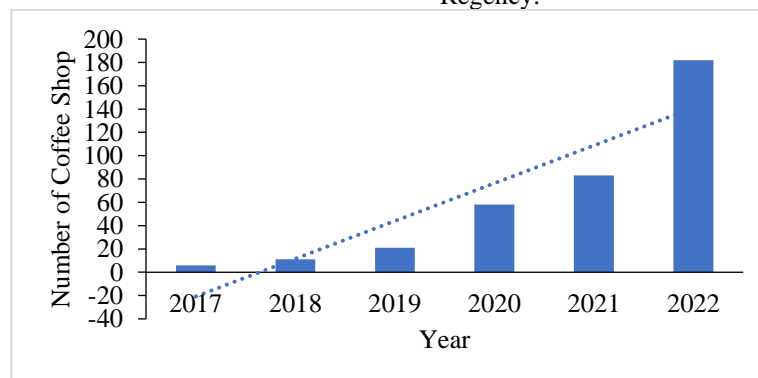

Figure 1. Growth of Coffee Shops in Ponorogo Regency in 2020-2022
Source: Dinas Kebudayaan, Pariwisata, Pemuda, dan Olahraga Kabupaten Ponorogo, 2020-2022

The proliferation of coffee shops creates intense competition so that business people must be able to understand and analyze consumer tastes. Coffee shops need to provide various facilities that can support consumer satisfaction so that consumer expectations can be achieved. Consumer satisfaction is obtained from the comparison of expectations with experience after visiting coffee shop. This research is expected to help business owner formulate the right strategy so that their coffee shops can survive and continue to grow in the middle of intense competition.

This research aims to: 1) knowing the level of consumer satisfaction with the quality of coffee shop products and services in Ponorogo Regency, 2) knowing the quality attributes of products and services that are considered important bye coffee shop consumers, 3) knowing the attributes that need to get priority improvement based on the level of importance and customer satisfaction.

METHOD
Basic Method

The basic method used in this study is a descriptive analysis method with a quantitative approach. The quantitative descriptive is based on certain, factual, real conditions, and based on data obtained in the form of numbers and analyzed using statistics (Sugiyono, 2013). This method is used to research a specific population or sample, research instruments are used for data collection, the hypotheses are analyzed quantitatively or statistically.

Location and Sample Selection Method

The selection of the research location was carried out purposively in Ponorogo Regency. There are four coffee shops selected in the study, namely Aura Kopi, Origin Coffee Lab, Canda Tawa, and Saat Seduh Coffee. The coffee shops were chosen with the consideration that they are located in a strategic location, easy road access, close to the downtown area, and representative for all coffee shops in Ponorogo Regency.

The sample determination was carried out using a non-probability sampling method with a convenience sampling technique. This sampling technique can choose anyone who is willing and who qualifies as a research respondent. The number of respondents taken in this study was determined based on the slovin formula (Firdausi, 2019).

$$n = \frac{N}{1 + N \, x \, e^2} \dots \dots \dots \dots \dots \dots \dots \dots \dots (1)$$

$$n = \frac{964.253}{1 + 964.253 \, x \, 10\%^2}$$

$n = 99,98 \approx 100$ people

Table 1. Likert Scale Measurement

Notes:
N = population of Ponorogo Regency (people)
n = number of respondents (people)
e = limit of error tolerance 10%

Based on the result o number of respondents Performance Level Respondents selected as sa that is, consumers who are or have visited, bought, and consumed products, especially coffee drinks in at least one coffee shop. Determining the number of respondents, namely the total desired respondents divided by the number of selected coffee shops so that each coffee shop has 25 respondents.

Types, Sources, and Collection of Data Method

The data used in this research are primary and secondary data. Primary data is collected through direct interviews using questionnaires to respondents, such as consumer evaluations of the importance and performance of product quality attributes and coffee shop services. Secondary data is data that is indirectly obtained from previous research, literature on various book sources, institutions such as Badan Pusat Statistik (BPS), International Coffee Organization (ICO), Dinas Kebudayaan, Pariwisata, Pemuda, dan Olahraga Kabupaten Ponorogo (Disbudparpora). The data collection techniques in this research were observation, interview, documentation, and literature study.

Data Analysis Method
1. Validity and Realibility Test

In this study, the validity test was used to measure the level of accuracy of the research instrument, in this case is a questionnaire. The validity test uses the Pearson Product Moment Correlation formula which is obtained through a comparison of the calculated R value with R table. If R value > R table, it means that the questions in the questionnaire are declared valid.

The reliability test was used to determine the consistency of the measuring instrument in measuring the same symptoms. A measuring instrument or each question items on the questionnaire were said to be reliable if the Cronbach's Alpha value ≥ 0.60 (Sekaran, 2013).
2. Customer Satisfaction Index (CSI)

CSI is a method that can be used to measure the level of customer satisfaction through an evaluation of level of importance and performance of each attribute. CSI used as a performance indicator to determine marketing goals and strategies for the future (Pangayoman, 2022). Customer satisfaction is measured using a Likert scale of 1-5.

Score	Importance Level	Performance Level
1	Very Unimportant	Very Dissatisfied
2	Not Important	Not Satisfied
3	Moderately Important	Moderately Satisfied
4	Important	Satisfied
5	Very Important	Very Satisfied

Source: Ningrum *et al.* (2021)

CSI measurements can be calculated through several stages, according to Amri *et al.* (2020): 1) Calculating Mean Importance Score (MIS) and Mean Satisfaction Score (MSS), 2) Calculating Weight Factor (WF), 3) Calculating Weight Score (WS), 4) Determining Customer Satisfaction Index (CSI). The CSI value in this study is divided into five criteria ranging from dissatisfied, not satisfied, moderately satisfied, satisfied, and very satisfied.

3. Importance Performance Analysis (IPA)

IPA method is used to identify the weaknesses and strengths of each attribute performance through the level of importance and performance. The steps in using IPA method according to Azwir & Surbakti (2022), are as follows:
a) Calculating the average of each attribute performance level and importance level as a point on the Cartesian diagram.
b) Determine the boundaries of each quadrant with vertical lines (overall average level of importance) and horizontal lines (overall average level of performance).

The results of IPA can be used to see the position of the attributes between the average performance and the average expectation score in Cartesian diagram which is divided into four quadrants. The quadrants are (Maulana, 2019):
a) Quadrant I (improve performance)
Quadrant I shows attributes that are considered important by consumers but the company's performance is not optimal, so it needs to be prioritized for improvement.
b) Quadrant II (maintain achievement)
Attributes in quadrant II are considered important by consumers and the company's performance is in line with consumer expectations, so the company has to maintain it.
c) Quadrant III (low priority)
Shows attributes that are less important to consumers and the company's performance is just ordinary.
d) Quadrant IV (excessive)
Quadrant IV shows attributes that are less important but the level of performance is excessive.
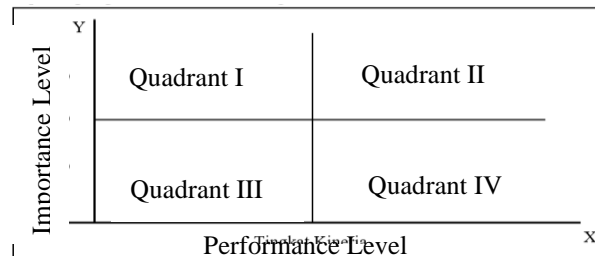

Figure 2. Cartesian Diagram of IPA
Source: Padmagita, 2022

4. Paired Sample T Test

Paired sample t test was used to see if there is any significant statistical differences between two or more groups of data (Hernikawati, 2021). Before doing the t test, a normality test is needed to see whether the data is normally distributed or not. The hypotheses to be proven in this research are:

H0 : the average level of importance is greater than the average level of performance
H1 : the average level of importance is smaller than the average level of performance

The paired sample t test was analyzed using SPSS version 26 software, with criteria:

a) If the sig. value < 0.05, then H0 is accepted, in other word, it is proven that the average level of importance is greater than the average level of performance.
b) If the sig. value > 0.05, then H0 is rejected, it is shown that the average importance level is smaller than the average performance level.

RESULTS AND DISCUSSION
1. Coffee Shop Consumer Behavior

It is important for coffee shops to business owners to offer attractive products and services in

order to survive in the midst of intense competition. Therefore, it is necessary to develop business strategies to increase consumer purchasing decisions (Sari *et al*., 2023). In this research, purchasing decisions can be influenced by various consumer behaviors as seen from the frequency of visits to coffee shops in one month, the source of information on coffee shops, the reasons for visiting coffee shops, the variety of coffee drinks purchased, the way coffee drinks are served, the cost of one coffee drink, and the distance from home to the coffee shop.

Table 2. Coffee Shop Consumer Behavior

According to Frequency of Visits per Month		
Frequency of Visits per Month	Number (people)	Percentage (%)
1 – 2	37	37
3 – 4	32	32
5 – 6	14	14
>6	17	17
Total	100	100
According to the Source of Coffee Shop Information		
Source of Coffee Shop Information	Number (people)	Percentage (%)
Friend	51	51
Social Media	40	40
Others	7	7
Family	2	2
Total	100	100
According to the Reason for Visiting		
Reason for Visiting Coffee Shop	Number (people)	Percentage (%)
Hanging out with friends	31	31
Comfortable atmosphere	24	24
Studying/doing assignments	18	18
Distinctive coffee flavors	11	11
Near from home	10	10
Complete facilities	3	3
Affordable prices	2	2
Others	1	1
Continuing Table 2. Coffee Shop Consumer Behavior		
Total	100	100
According to the Variant of Coffee Drink		
Variant of Coffee Drink	Number (people)	Percentage (%)
Latte	62	62
Americano	13	13
Manual Brew	11	11
Cappuccino	10	10
Espresso	4	4
Total	100	100
According to the Way of Serving		
How to Serve Coffee Drink	Number (people)	Percentage (%)
Cold	75	75
Hot	25	25
Total	100	100
According to the Price Spent per Coffee Drink		
Price Spent per Coffee Drink (Rp/glass)	Number (people)	Percentage (%)
10.000 – 15.000	11	11
15.001 – 20.000	32	32
20.001 – 25.000	41	41
>25.000	16	16
Total	100	100
According to the Distance of Consumers to the Coffee Shop		
Distance from Home to Coffee Shop (km)	Number (people)	Percentage (%)

1 – 2		24	24
3 – 4		41	41
5 – 6		12	12
>6		23	23
Total		100	100

Source: Analysis of Primary Data, 2023

2. Validity and Reliability Test Results

The research used 100 people as respondents with two variables, products and services quality. Each question item or variable on product quality is coded PO and service quality is coded PL. The question item is said to be valid if R value > R table with a significance level of 5%, then the value of R table is 0.195. The validity test calculation was carried out using SPSS version 26 with the results for each product and service quality item having R value > R table. So, it can be concluded that all items of product and service quality item or questions are valid.

A measuring instrument is said to be reliable if Cronbach's Alpha shows results above 0.6 (Sekaran, 2013). Reliability tests use the Alpha Cronbach method with SPSS version 26. The results of the reliability test show that each question of product and service quality for each level of importance and performance can be said to be reliable.

3. CSI Analysis Results

The results of CSI calculations in this research are expressed as percentages. The results of CSI are directly proportional to the magnitude of the average score of importance and performance level. The higher value of importance and performance level, the higher the CSI score. This shows that consumers are increasingly satisfied.

Table 3. MIS, MSS, WF, and WS Scores of Product Quality Variables

Code	Attribute	Importance Level		Performance Level		WF (%)	WS (%)
		Total	MIS	Total	MSS		
	(1)	(2)	(3)=(2)/100	(4)	(5)=(4)/100	(6)=((3)/(8))*100	(7)=(6)*(5)
PO1	Taste	436	4,36	418	4,18	7,49	31,30
PO2	Aroma	397	3,97	406	4,06	6,82	27,69
PO3	Affordability	418	4,18	397	3,97	7,18	28,50
PO4	Variants of product	409	4,09	419	4,19	7,02	29,44
PO5	Additional ingredients in coffee beverages	406	4,06	413	4,13	6,97	28,80
PO6	Completeness of product supporting materials	409	4,09	411	4,11	7,02	28,87
PO7	Benefits of coffee	404	4,04	406	4,06	6,94	28,17
PO8	Pacakaging material	422	4,22	433	4,33	7,25	31,39
PO9	Quality of raw materials	462	4,62	445	4,45	7,93	35,31
PO10	Suitability of products presented with menu displayed	442	4,42	421	4,21	7,59	31,96
PO11	Attractive product presentation	410	4,10	413	4,13	7,04	29,09
PO12	Packaging design	397	3,97	397	3,97	6,82	27,07
PO13	The popularity of coffee beverages	387	3,87	398	3,98	6,64	26,46
PO14	Coffee product information on the menu	422	4,22	397	3,97	7,25	28,78
	Total		58,21 (8)				412,89 (9)
	CSI		**82,58%**	**(Very Satisfied)**			

Source: Analysis of Primary Data, 2023

Based on the Table 3, CSI obtained on product quality which is 82.58%. If referring to the CSI category used in this study, it can be concluded that consumers feel very satisfied with the quality of coffee beverage products in coffee shops in Ponorogo Regency. On the Table 4 below, CSI results for service quality are in the

range 81-100%, the range of consumers is very satisfied, with a value of CSI is 85.34%.

Although the obtaining of CSI scores on product and service quality shows very satisfied, coffee shops business owner still need to evaluate the performance offered. The performance offered by the coffee shops has not met consumer expectations, so it has not led to maximum satisfaction. Attributes with low satisfaction levels can be seen through the IPA method.

Table 4. MIS, MSS, WF, and WS Scores of Service Quality Variables

Code	Attribute	Importance Level		Performance Level		WF (%)	WS (%)
		Total	MIS	Total	MSS		
	(1)	(2)	(3)= (2)/100	(4)	(5)= (4)/100	(6)= ((3)/(8))*100	(7)= (6)*(5)
PL1	Sufficient and adequate parking space	452	4,52	426	4,26	3,91	16,67
PL2	Strong Wi-Fi signal	437	4,37	426	4,26	3,78	16,12
PL3	Clean toilets	462	4,62	420	4,20	4,00	16,80
PL4	Comfortable prayer room (clean, spacious, sarung and mukena available)	458	4,58	412	4,12	3,96	16,34
PL5	Good lighting	440	4,40	432	4,32	3,81	16,46
PL6	Coffee shop cleanliness	469	4,69	449	4,49	4,06	18,24
PL7	The arrangement of the place (tables and chairs) is neat and provides free space for movement	445	4,45	418	4,18	3,85	16,11
PL8	Attractive interior and give sense of comfort	423	4,23	418	4,18	3,66	15,31
PL9	Employee appearance	418	4,18	427	4,27	3,62	15,46
PL10	Strategic coffee shop location	429	4,29	424	4,24	3,71	15,75
PL11	Speed of serving time	446	4,46	431	4,31	3,86	16,65
PL12	Employees serve as consumers want and need	443	4,43	435	4,35	3,83	16,69
PL13	Employees always help consumers	432	4,32	426	4,26	3,74	15,94
PL14	Accuracy/suitability of the menu served	455	4,55	445	4,45	3,94	17,53
PL15	Employees explain product information clearly and easily understood	447	4,47	429	4,29	3,87	16,61
PL16	Availability of cashless transactions	440	4,40	436	4,36	3,81	16,61
PL17	Products are in a good quality	463	4,63	445	4,45	4,01	17,84
PL18	Products are served on a clean table	464	4,64	433	4,33	4,01	17,40
PL19	There is a guarantee of safety by the coffee shop	434	4,34	394	3,94	3,75	14,81
PL20	Responsive employees	439	4,39	417	4,17	3,80	15,85
PL21	Employees are kind	467	4,67	448	4,48	4,04	18,12
PL22	Employees are swift in tidying up the desks	446	4,46	418	4,18	3,86	16,14
PL23	Welcome and reception	407	4,07	390	3,90	3,52	13,74
PL24	Employees provide fair service	445	4,45	436	4,36	3,85	16,80
PL25	Employees maintain good communication	451	4,51	429	4,29	3,90	16,75
PL26	Employees pay attention to the interests of consumers	433	4,33	423	4,23	3,75	15,86
	Total MIS		115,45	Total WS			426,71
	CSI		**85,34%**	**(Very Satisfied)**			

Source: Analysis of Primary Data 2023

4. IPA Analysis Results

In this research, IPA was used to see the attributes that are considered important by consumers based on the average of the overall score of each importance question item. The IPA method uses a cartesian diagram in which there are four quadrants. IPA in this research was conducted with SPSS version 26.

1) Performance of Product Quality Attributes
The distribution of product quality attributes can be seen in the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS) of each attribute. The mean score of importance and satisfaction will then be totaled and averaged, so that the line of vertical (importance level) and horizontal (performance or satisfaction level) are obtained.

Table 5. MIS and MSS Score of Product Quality Attributes

Code	Attribute	Importance Level	Performance Level
PO1	Taste	4,36	4,18
PO2	Aroma	3,97	4,06
PO3	Affordability	4,18	3,97
PO4	Variants of product	4,09	4,19
PO5	Additional ingredients in coffee beverages	4,06	4,13
PO6	Completeness of product supporting materials	4,09	4,11
PO7	Benefits of coffee	4,04	4,06
PO8	Pacakaging material	4,22	4,33
PO9	Quality of raw materials	4,62	4,45
PO10	Suitability of products presented with menu displayed	4,42	4,21
PO11	Attractive product presentation	4,10	4,13
PO12	Packaging design	3,97	3,97
PO13	The popularity of coffee beverages	3,87	3,98
PO14	Coffee product information on the menu	4,22	3,97
	Average	4,16	4,12

Source: Analysis of Primary Data, 2023

A statistical value is needed to see if it is true that the average level of importance is greater than the level of performance. The tester can be done using a paired sample t test. The paired sample t test was analyzed using SPSS software. The results of the analysis showed that the significance level was at 0.377 or 37.7%. The figure is above 5% error tolerance which means that it does not show a difference in average importance and performance. In other words, statistically, the average level of importance is no greater than the level of performance.
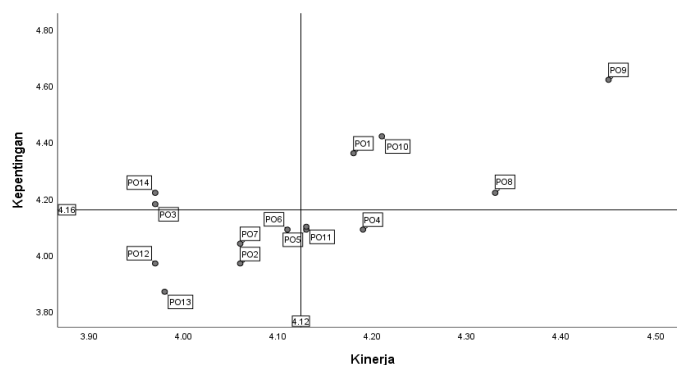

Figure 2. Cartesian Diagram of IPA Product Quality Variables
Source: Analysis of Primary Data, 2023

In Figure 2, each quadrant is bounded by straight lines intersecting each other on the X and Y axes where the horizontal line parallel to the X axis is the average of the total average score of the performance level and the vertical line parallel to the Y axis is the average of the total average score of the importance level. The attributes considered important by consumers are above the horizontal line, namely in quadrant I and quadrant II. The distribution of product quality attributes on the cartesian diagram is presented in Table 6.

Table 6. Distribution of Product Quality Attributes on Cartesian Diagram

Quadrant	Attribute
Quadrant I	Affordability (PO3)
	Coffee product information on the menu (PO14)
Quadrant II	Taste (PO1)
	Pacakaging material (PO8)
	Quality of raw materials (PO9)
	Suitability of products presented with menu displayed (PO10)
Quadrant III	Aroma (PO2)
	Completeness of product supporting materials (PO6)
	Benefits of coffee (PO7)
	Packaging design (PO12)
	The popularity of coffee beverages (PO13)
Quadrant IV	Variants of Product (PO4)
	Additional ingredients in coffee beverages (PO5)
	Attractive product presentation (PO11)

Source: Analysis of Primary Data, 2023

2) Performance Attributes of Service Quality
Similar to product quality atributtes, service quality attributes will also be analyzed using IPA whose distribution of attributes will be located in each quadrant of the cartesian diagram. The distribution of attributes on a cartesian diagram is determined through the average of importance and performance score.

Table 7. MIS and MSS Score of Service Quality Attributes

Code	Attribute	Importance Level	Performance Level
PL1	Sufficient and adequate parking space	4,52	4,26
PL2	Strong Wi-Fi signal	4,37	4,26
PL3	Clean toilets	4,62	4,20
PL4	Comfortable prayer room (clean, spacious, sarung and mukena available)	4,58	4,12
PL5	Good lighting	4,40	4,32
PL6	Coffee shop cleanliness	4,69	4,49
PL7	The arrangement of the place (tables and chairs) is neat and provides free space for movement	4,45	4,18
PL8	Attractive interior and give sense of comfort	4,23	4,18
PL9	Employee appearance	4,18	4,27
PL10	Strategic coffee shop location	4,29	4,24
PL11	Speed of serving time	4,46	4,31
PL12	Employees serve as consumers want and need	4,43	4,35
PL13	Employees always help consumers	4,32	4,26
PL14	Accuracy/suitability of the menu served	4,55	4,45
PL15	Employees explain product information clearly and easily understood	4,47	4,29
PL16	Availability of cashless transactions	4,40	4,36
PL17	Products are in a good quality	4,63	4,45
PL18	Products are served on a clean table	4,64	4,33
PL19	There is a guarantee of safety by the coffee shop	4,34	3,94
PL20	Responsive employees	4,39	4,17
PL21	Employees are kind	4,67	4,48
PL22	Employees are swift in tidying up the desks	4,46	4,18
PL23	Welcome and reception	4,07	3,90
PL24	Employees provide fair service	4,45	4,36
PL25	Employees maintain good communication	4,51	4,29
PL26	Employees pay attention to the interests of consumers	4,33	4,23
	Average	4,44	4,26

Source: Analysis of Primary Data, 2023

Based on Table 7, a t test is needed to determine the statistical correctness of the comparison of the average importance level greater than the level of performance. The t test used is a paired sample t test using SPSS version 26. The result of the paired sample t test for service quality is a significance of 0.000, where if the significance is less than 5% or 0.05 it is considered significant. In other words, it can be said to be statistically correct that the average level of importance is greater than the level of performance. The importance and performance scores obtained through the CSI calculation above are then mapped on the IPA cartesian diagram below.
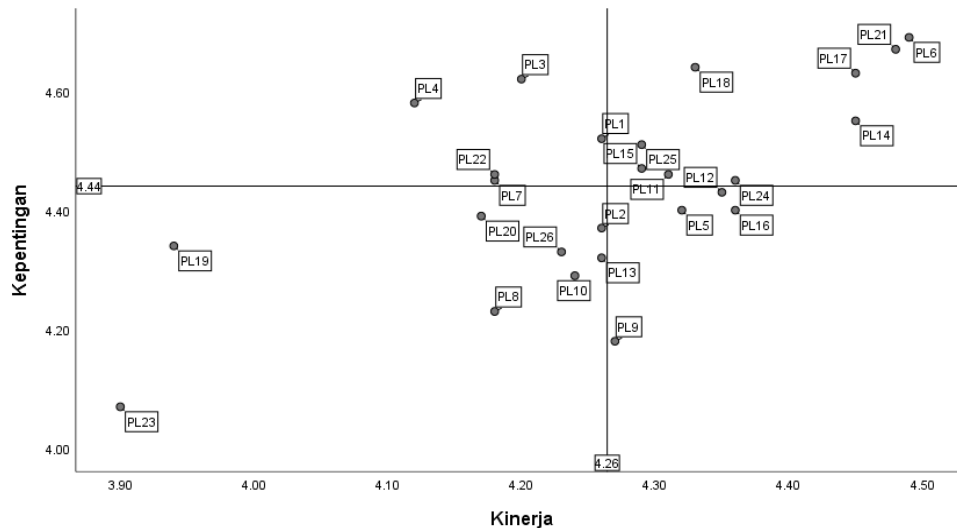

Figure 3 Cartesian Diagram of IPA Service Quality Variables
Source: Analysis of Primary Data, 2023

Based on Figure 3, the attributes of service quality are very spread in each quadrant. The attributes that consumers consider important are in quadrant I and II. These attributes are detailed in the Table 8 below:

Tabel 8. Distribution of Service Quality Attributes on Cartesian Diagram

Quadrant	Attribute
Quadrant I	Sufficient and adequate parking space (PL1)
	Clean toilets (PL3)
	Comfortable prayer room (clean, spacious, sarung and mukena available) (PL4)
	The arrangement of the place (tables and chairs) is neat and provides free space for movement (PL7)
	Employees are swift in tidying up the desks (PL22)
Quadrant II	Coffee shop cleanliness (PL6)
	Speed of serving time (PL11)
	Accuracy/suitability of the menu served (PL14)
	Employees explain product information clearly and easily understood (PL15)
	Products are in a good quality (PL17)
	Products are served on a clean table (PL18)
	Employees are kind (PL21)
	Employees provide fair service (PL24)
	Employees maintain good communication (PL25)
Quadrant III	Strong Wi-Fi signal (PL2)
	Attractive interior and give sense of comfort (PL8)
	Strategic coffee shop location (PL10)
	Employees always help consumers (PL13)
	There is a guarantee of safety by the coffee shop (PL19)
	Responsive employees (PL20)
	Welcome and reception (PL23)
	Employees pay attention to the interests of consumers (PL26)
Quadrant IV	Good lighting (PL5)

Quadrant	Attribute
	Employee appearance (PL9)
	Employees serve as consumers want and need (PL12)
	Availability of cashless transactions (PL16)

Source: Analysis of Primary Data, 2023

CONCLUSION

1. CSI is 82.58% for product quality and 85.34% for service quality, both categorized as very satisfied.
2. Product quality attributes that perceived important by consumers, namely price affordability, coffee's menu information, taste, packaging materials, raw materials quality, and suitability of product served with menu, while the attributes of service quality, namely parking availability, toilet cleanliness, comfort of prayer room, neat arrangement of places and provide free space, alacrity of employees tidying up tables, coffee shops cleanliness, serving time speediness, suitability of the menu served, the easiness of information to understand, quality products, products served at a clean table, friendly and polite service, fair service, and good communication from employees.
3. Product quality attributes that prioritized for improvement, namely price affordability and coffee's menu information, while from service quality attributes, namely parking availability, toilet cleanliness, comfort of prayer room, neat arrangement of places and provide free space, and alacrity of employees tidying up tables.

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