

Work Behavior Analysis Of Customer Attitude Through The State Of The Working Environment At Kopiman Coffe Shop

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Abstract Employee work behaviour is greatly influenced by various kinds of customer attitudes and actions, both positive and negative. In general, a positive attitude from customers will provide indirect encouragement to improve performance. This research aims to analyze how employees' work behaviour relates to various customer attitudes, both positive and negative. This research method uses qualitative methods. The collection technique for this research was interviews with cafe managers and employees. The data obtained is based on information from management and various existing literature. The results of this research refer to how much customer attitudes influence how employees behave. Employees carry out duties and obligations according to the manager's direction. Of course, some of the directions that have been given could have gone better due to customers' attitude in the work environment. Thus, partially, there will be a significant influence between work behaviour and customer attitudes in the work environment.

Keywords employee behavior; working behaviour; working environment.

INTRODUCTION

The increasing attractiveness of purchasing coffee at the Kopiman Coffee Shop cannot be separated from the employees who provide customer service to create a good working environment. According to (Sidik, Samdin, and Syaifuddin 2018), employee self-development is only based on work experience, and daily cooperation in work groups only occurs when managers ask to carry out specific tasks and even so, there are still employees who hope that the work will be done correctly in accordance.

According to (Khodir and Makmur 2020). Performance is closely related to the organization's strategic goals, customer satisfaction and financial donations. Performance can also be interpreted qualitatively and quantitatively as the work carried out by employees in sync with their responsibilities. According to (Amin, Garancang, and Abunawas 2023), consumer perceptions influence purchasing decisions when consumers can see reality outside themselves or the world around them. According to (Suwaji and Sabella 2019), customers are satisfied when their expectations are met and feel very happy when exceeded. Customer satisfaction is closely related to using quality wherever they want, directly impacting performance. In this case, the leading role is the HR (employees) who maintain the working situation at the Kopiman Coffee Shop. Very tight competition requires work behaviour to provide an excellent environment to maintain customer attitudes. According to (Suwaji and Sabella 2019), One way to achieve and maintain customer satisfaction is to maintain and improve employee performance. The results of the second research (S. Pantja Djati and Didit

Darmawan 2005) state that the customer satisfaction variable (towards employees) has a significantly positive influence, different from the research (District et al. 2021). Ethics has a negative influence on consumer attitudes towards sasirangan printing. Meanwhile, research results (Mercader et al. 2021) show that the work environment has a positive and significant influence on organizational commitment, in contrast to research (Widayanto 2020), where integrity has a negative effect on consumer attitudes towards sasirangan printing. This research was conducted at the Kopiman Coffee Shop to determine whether work behaviour influences customer attitudes and the existing work environment. Due to the intense competition for coffee shops in Ungaran, improve the quality of employees.

METHOD

This research uses qualitative methods that focus on observation. This research focuses on individual experiences with baristas and their behaviour when carrying out their work. So, the research method applied is in-depth interviews. The samples used were baristas from the Kopiman Coffee Shop, totalling 4 employees. Then, the researcher asked the informants several questions regarding various aspects of job satisfaction, adhering to the principles of employee performance satisfaction.

RESULTS AND DISCUSSION

Research informant:

1. Martha Agustian

Martha Agustian, known as Nathan, was born in Sidoarjo on November 8 1993. Nathan adheres to Islam and has just left his singlehood last November. His last education was high school. Nathan has served as manager at Kopiman Coffee Shop since November 2021. Before serving as cafe manager, Nathan worked at Vox Populi Cafe, a PT franchise in East Java. Nathan worked as a supervisor at Vox Populi Cafe. Opening Kopiman Nathan still serves as the supervisor at Vox Populi. As time passed, Nathan decided to serve only as cafe manager at Kopiman. Having multiple positions makes Nathan rack his brains and struggle to manage his time. In the end, Nahan is now Kopiman's manager to this day.

2. Dwi Angga Saputra

Dwi Angga Saputra, known as Angga, was born in Bergas on May 4 1997. Angga adheres to Islam and is not married. His last education was high school. Before working at Kopiman, Angga worked as a barista at another cafe. Angga decided to change jobs

because he felt the opportunities at Kopiman were higher than at the previous cafe. With sufficient experience as a barista, it is easy for Angga to change jobs and adapt to a new environment. Angga, as the organizer of the barista, is also responsible for the performance of other employees.

3. Tegar Pranatta

Tegar Pranatta, familiarly called Tegar, was born in Bandungan on 30 August 1999. He firmly adheres to Islam and is not married. His last education was high school. Before working at Kopiman, Tegar also worked as a barista at Dimitri Cafe, a cafe in the Ungaran area. Tegar's reason for moving to the cafe next door was straightforward. Tegar wants to try something new, honing his passion in a new cafe. Tegar has been a barista from the beginning of the cafe's opening until now.

4. Farrel Dafa Radinka Hartono

Farrel Dafa Radinka Hartono, familiarly called Farrel, was born in Salatiga on January 12, 2000. Farel adheres to Islam and is not married. His last education was high school. Before working at Kopiman, Farel worked as a barista at a restaurant in Salatiga. Farrell moved to work at Kopiman because his work contract had expired, and he wanted to gain experience in a new place. Farrel has mastered enough work methods and work ethics according to his experience as a barista in a previous restaurant.

Based on the description of the interview results and observations above, employee behaviour regarding customer attitudes through environmental conditions at the Kopiman coffee shop can be explained through work behaviour indicators.

Worker behaviour:

1. Customer behaviour provides an atmosphere of a comfortable place
2. Workers provide maximum service
3. Colleagues work together to ensure fast service
4. Emotional control

Working environment conditions

1. An aesthetic place provides added value for customers. Especially nowadays, today's children need to make Instagram Story.
2. Placement of lighting, good lighting can make someone's mood good.
3. Music volume, Kopiman has a Standard Operating Procedure. Starting from music, has its own measurement so customers feel comfortable and are not disturbed by the high music volume.
4. Security of the place, Kopiman provides a safe parking area and CCTV on every corner. In

the Kopiman area, CCTV is also provided in every area.

5. The noise of the place, Kopiman's location is in the Ungaran mountains. So it provides a comfortable and calm atmosphere that is suitable for relaxing or doing work.
6. The atmosphere of the place, Kopiman has 2 areas, indoor and outdoor. In indoor, Kopiman provides air conditioning with average temperature. The outdoor space provides excellent air circulation.

Kopiman implements a backup system between employees. All employees must be able to do all the work so that no one will have problems if one is absent. According to the informant, when working, they do not feel any difficulty at work because they have solid relationships between employees. Good behaviour between individuals will increase effectiveness at work (Dewi and Budiono 2020). Service in a cafe is, of course, a significant factor in job evaluation. Coordinated employee unity is aware of the limits of creativity to work regularly to achieve goals (Muis, Jufrizen, and Fahmi 2018). Employees make many improvements to make their work enjoyable. Sometimes, employees feel bored with their work, and that is when they start thinking about how to make work more enjoyable. One of the things that is usually done is ice-breaking. Ice breaking is carried out with fellow employees and involves customers, which creates good relationships between employees and customers. Customers feel comfortable often tipping employees. This is one of the factors that can raise employee enthusiasm at work.

The achievement and success of the cafe depend on the manager (Damayanti 2018). One thing that can be a factor in work success is a solid work environment. Emotional control is also essential when working. Employees often find it difficult to control their emotions due to personal problems. The ability to be aware of emotions, understand what other people feel, and control them (Wulandari 2019). In this case, spirituality in the workplace is essential. Managers always value and appreciate employee performance. In the evaluation, the improvements that occur each week are always stated. Customers are the main factor in assessing this. Employee performance tends to decrease if the customer's attitude is deemed annoying. Customers will visit again if the service is pleasant (Widjaja 2021). To make this happen, employees must always greet and be friendly. The employee's personal character also determines this.

Managers try to pay attention to each subordinate (Damayanti 2018). Subordinates will feel humanized by superiors. This affects increased performance. Positive customer attitudes will encourage improvements in work quality. Meeting customer needs in cafes is a must (Thomas 2021). This will show any initiatives, such as improving behaviour in serving customers.

CONCLUSION

Work behaviour is one of the factors in achieving cafe goals. Kopiman has adequate human resources ranging from personal character to emotional control in the work environment. Customer attitudes and work environment conditions influence performance, decreasing and increasing work. A good customer attitude at Kopiman will encourage better work behaviour. Meanwhile, negative customer attitudes will influence a decrease in work behaviour.

Emotional control is needed in responding to customer attitudes (Thomas 2021). Understanding customer attitudes is also considered an unexpected thing because customers' attitudes vary, both positive and negative. The working environment can calm customers by creating a harmonious atmosphere. One of them is playing slow music. This is something that is always done continuously. It can be concluded that work behaviour can change, influenced by various customer attitudes in various environmental conditions while working.

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