

The Exploration of Factors Influencing Service Quality for Café Visitors in Bandung City

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ABSTRACT

This study aims to identify the underlying dimensions of service quality in cafés and restaurants in Bandung by integrating items adapted from SERVQUAL, DINESERV, and QUICKSERV. Using survey data from 300 café visitors, Exploratory Factor Analysis (EFA) was conducted with Principal Axis Factoring and Oblimin rotation. The results showed excellent sampling adequacy (KMO = 0.980) and significant Bartlett's Test of Sphericity, confirming suitability for factor extraction. The analysis revealed a four-factor structure explaining a substantial proportion of variance, consisting of: (1) Reliability & Responsiveness, (2) Physical Environment Quality, (3) Empathy & Personal Attention, and (4) Assurance & Staff Competence. These findings indicate that customer perceptions of café service quality in Bandung do not mirror traditional five-dimensional frameworks but instead form a context-specific configuration shaped by operational performance, ambience, interpersonal warmth, and staff expertise. The study provides empirical grounding for the development of a tailored measurement instrument (CAFQUAL) and offers managerial insights for enhancing service quality in café settings. Future research should validate this four-factor model through Confirmatory Factor Analysis and explore its predictive relationship with customer satisfaction and behavioral intentions.

Keywords: Service Quality; Customer Perception; Café & Restaurant; Bandung; Exploratory Factor Analysis.

INTRODUCTION

The rapid growth of the creative economy in Indonesia has positioned the café and restaurant sector as one of the most dynamic contributors to urban economic development, particularly in major cities such as Bandung. Known for its strong culinary culture and creative tourism appeal, Bandung has experienced significant expansion in café establishments, transforming them into social, recreational, and experiential spaces beyond their traditional food service function. In this competitive landscape, service quality plays a critical role in

shaping customer perceptions, satisfaction, and loyalty. However, despite the sector's prominence, empirical studies examining café-specific service quality indicators in the Indonesian context remain limited.

Existing measurement frameworks such as SERVQUAL, DINESERV, and QUICKSERV have been widely used to assess service quality across various hospitality settings. While these instruments provide valuable theoretical foundations, their dimensional structures were developed in different service environments and may not fully capture the

experiential, aesthetic, and relational aspects inherent in modern café culture. Prior research suggests that service quality constructs can shift depending on context, customer expectations, and industry characteristics, indicating the need for sector-specific refinement. In Bandung's café scene—shaped by lifestyle trends, design-oriented consumption, and increasing customer sophistication—traditional models may not adequately represent the unique drivers of perceived service excellence.

Given these gaps, this study aims to identify the underlying dimensions of café service quality using an empirical, data-driven approach. By integrating indicators adapted from SERVQUAL, DINESERV, and QUICKSERV, this research employs Exploratory Factor Analysis (EFA) to reveal the latent structure that best represents customer perceptions in Bandung. Understanding these dimensions is essential for developing a more accurate and contextually relevant measurement instrument, providing both theoretical contributions and practical insights for café operators.

Specifically, this study seeks to: (1) examine the factor structure of service quality as perceived by café visitors in Bandung; (2) compare the empirical findings with existing theoretical frameworks; and (3) lay the groundwork for a new, café-specific service quality instrument such as CAFQUAL. The results are expected to support better managerial decision-making and inform future research, including confirmatory validation and model development within the hospitality service domain.

RESEARCH METHODS

This study employed a quantitative survey design to identify the underlying dimensions of service quality in cafés and restaurants in Bandung. The target population consisted of café visitors, particularly those frequenting establishments affiliated with the Indonesian Hotel and Restaurant Association (PHRI). A total of 300 respondents participated in the study, selected through purposive sampling to capture active café consumers and accidental sampling based on on-site availability.

Among the 300 respondents, 72% were female and 28% were male. Regarding education, 44% had completed high school, 30% held a bachelor's degree, 16% held diplomas, 10% had junior high school education, 3% had not attended school, and 1% held a master's degree. In terms of employment, 54% were students, 27% worked in the private sector, 8% were unemployed, and 11% worked in other fields. Income levels also varied, with 44% earning below 2,000,000, 16% between 2,000,000–4,000,000, 30% between 6,000,001–8,000,000, and 3% earning above 10,000,000. These demographics reflect a diverse group of café visitors and provide a solid basis for analyzing service quality perceptions.

The questionnaire consisted of **61 items** adapted from three established service-

quality frameworks: SERVQUAL, DINESERV, and QUICKSERV. SERVQUAL contributed relational and reliability-based indicators; DINESERV added items related to ambience and dining environment; and QUICKSERV contributed indicators related to speed, accuracy, and staff competence, aligning with café operations that emphasize both experience and efficiency. All items used a Likert-type response scale. A pilot test ensured clarity and content adequacy.

Data were collected both online and through direct distribution at selected cafés in Bandung. Participation was voluntary and anonymous. All responses were screened for completeness, resulting in 300 valid datasets for analysis.

Exploratory Factor Analysis (EFA) was performed using SPSS to uncover latent constructs of café service quality. Principal Axis Factoring (PAF) was employed as the extraction method due to its suitability for identifying underlying variables, while Oblimin rotation was applied to allow correlations among factors.

Tests of sampling adequacy confirmed suitability for factor analysis, with a Kaiser–Meyer–Olkin (KMO) value of 0.980 and a significant Bartlett’s Test of Sphericity ($\chi^2 = 25,896.429$; $df = 1830$; $p < 0.001$). The analysis produced a four-factor solution, each with eigenvalues greater than 1. All 61 items demonstrated acceptable loading

patterns and were retained. The resulting factor structure serves as an empirical basis for understanding café service quality and supports the development of a context-specific instrument such as CAFQUAL

RESULT AND DISCUSSION

To determine suitability for factor analysis, the Kaiser–Meyer–Olkin (KMO) measure and Bartlett’s Test of Sphericity were assessed. The results indicated excellent sampling adequacy and strong correlations among variables. As shown in *Table 1*, the KMO value of **0.980** exceeded recommended thresholds, while Bartlett’s Test yielded a highly significant result ($\chi^2 = 25,896.429$, $df = 1830$, $p < 0.001$), confirming that the dataset was appropriate for Exploratory Factor Analysis. acceptable loadings; therefore, all 61 items were retained.

Tabel 1.
KMO and Bartlett’s Test of Sphericity

Test	Value
Kaiser–Meyer–Olkin (KMO)	0.980
Measure of Sampling Adequacy	
Bartlett’s Test of Sphericity: χ^2 ($df = 1830$)	25,896.429
Significance	$p < 0.001$

Exploratory Factor Analysis was conducted using **Principal Axis Factoring (PAF)** with **Oblimin rotation**, selected to reflect the expected intercorrelation among service-quality dimensions. The analysis produced a **four-factor solution**, each with eigenvalues above 1.

The four factors collectively represented a substantial portion of the total variance.

As shown in *Table 2*, Factor 1 (Reliability & Responsiveness) explained the largest proportion of variance (41.036%), followed by Factor 2 (Physical Environment Quality) (4.691%), Factor 3 (Empathy & Personal Attention) (2.862%), and Factor 4 (Assurance & Staff Competence) (2.361%). All 61 items demonstrated acceptable loading values and were retained in the final model.

Tabel 2. Total Variance Explained (Initial Eigenvalue)

Factor	Variance Explained (%)
1. Reliability & Responsiveness	41.036
2. Physical Environment Quality	4.691
3. Empathy & Personal Attention	2.862
4. Assurance & Staff Competence	2.361

Interpretation of the factor-loading patterns supported a four-dimensional conceptualization of café service quality. A concise description of each dimension and representative indicators is summarized in *Table 3*.

**Table 3.
Summary of Extracted Factors
and Sample Indicators**

Factor	Conceptual Definition	Sample Indicators
Reliability & Responsiveness	Integrated perception of accuracy, consistency, timeliness, and staff attentiveness	Timely order delivery, prompt assistance, responsiveness to customer needs
Physical Environment Quality	Evaluation of ambience, cleanliness,	Interior design, cleanliness, lighting, seating

	aesthetics, and physical comfort	comfort, menu aesthetics
Empathy & Personal Attention	Warm, individualized interactions between staff and customers	Staff awareness of customer needs, personalized service, making customers feel valued
Assurance & Staff Competence	Customer confidence derived from staff professionalism and expertise	Staff knowledge, clarity in explaining menu items, sense of safety and trust

The four-factor structure diverges from traditional service-quality frameworks. Unlike SERVQUAL, which proposes five distinct dimensions, the present analysis shows that **reliability and responsiveness merge into a single dominant construct**, indicating that café patrons evaluate operational consistency and service speed as interdependent elements. Additionally, the emergence and strength of the **Physical Environment Quality** factor differs from the DINESERV model, where ambience is present but not as central; in Bandung’s café context, environmental cues function as a primary component of perceived quality. Meanwhile, elements typically emphasized in QUICKSERV—such as speed, accuracy, and staff competence—did not form an isolated efficiency-based dimension but were integrated into broader constructs, particularly Reliability & Responsiveness and Assurance & Staff Competence. These reorganizations reflect the

hybrid nature of café service, where experiential ambience, fast-service expectations, and interpersonal warmth converge in ways not fully captured by existing models

The emergence of Physical Environment Quality as a strong, distinct factor highlights the experiential nature of café consumption, especially in Bandung's dynamic urban café landscape. Customers place substantial value on ambience, visual appeal, and environmental comfort—often considering these aspects as integral to the quality of their visit.

The dimension Empathy & Personal Attention underscores the significance of relational warmth in hospitality settings. Personalized and attentive interactions contribute to emotional satisfaction and can influence repeat visitation. This finding reinforces existing literature stressing the role of emotional labor and customer engagement in service industries.

Finally, Assurance & Staff Competence captures trust and expertise, including the staff's ability to communicate knowledgeably about products. In specialty café contexts, customer expectations for professional competence—particularly among baristas—are elevated, making this factor an important differentiator.

Collectively, the four dimensions form an empirically grounded structure of café service

quality that better reflects the realities of modern café culture compared to traditional service-quality models. These findings provide both theoretical refinement and practical guidance. Operators seeking to enhance customer perceptions should prioritize operational reliability, maintain compelling physical environments, cultivate empathetic staff behaviors, and invest in staff training centered on product knowledge and professional competence.

CONCLUSION

This study identified four key dimensions of café service quality—Reliability & Responsiveness, Physical Environment Quality, Empathy & Personal Attention, and Assurance & Staff Competence—through Exploratory Factor Analysis. The findings show that customer perceptions in Bandung do not fully follow traditional models such as SERVQUAL, but instead form a context-specific structure shaped by operational flow, ambience, interpersonal warmth, and staff expertise. These results provide a foundation for developing a tailored measurement instrument (CAFQUAL) and offer practical insights for improving service quality in café settings. Future research should validate this structure using Confirmatory Factor Analysis and examine its relationship with customer satisfaction and behavioral outcomes.

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CONFLICTS OF INTEREST

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