CONSUMER SATISFACTION LEVEL ON THE PURCHASE DECISION OF BABAH KACAMATA COFFEE PRODUCTS IN SALATIGA CITY

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Abstract. Coffee consumption in Indonesia is currently increasing due to changes in lifestyle patterns. Babah Kacamata Coffee is a local coffee that is well-known and a favorite among the people of Salatiga. This study aims to determine respondent characteristics, consumer decision-making process for purchasing Babah Kacamata Coffee, and the level of consumer satisfaction regarding the purchasing decisions of Babah Kacamata Coffee products in the city of Salatiga. The method used is descriptive quantitative with a survey approach. The sample in this study consisted of 60 respondents who are consumers of Babah Kacamata Coffee. Data analysis was presented using the Customer Satisfaction Index and Importance Performance Analysis methods. Based on the CSI analysis results, the level of respondent satisfaction in the very satisfied category was 85.04%. Based on the results of the IPA analysis, promotion media attributes and promotion quality attributes are in Quadrant I, six attributes are in Quadrant II, four attributes are in Quadrant III, and three attributes are in Quadrant IV. These results indicate that consumers generally feel satisfied with the Babah Kacamata Coffee product, but there are several aspects that need to be improved to achieve maximum satisfaction.

Keywords: CSI; Coffee ; IPA; Purchase Decision.

1. Introduction

Coffee is one of the most important agricultural commodities from the plantation sub-sector in Indonesia and has a significant role in the country's economy. Indonesia is known as one of the largest coffee producers in the world, ranking fourth after Brazil, Vietnam, and Colombia [1]. The diversity of climate and topography in Indonesia allows the growth of various types of coffee, including Arabica and Robusta coffee, each of which has unique characteristics and flavors. Based on the Central Statistics Agency (BPS) data report, Indonesia's coffee production reached 760.2 thousand tons in 2023.

In Indonesia, coffee is a popular drink that people love because it has a distinctive and attractive taste and aroma [2]. Lifestyle changes such as coffee drinking trends are one of the reasons why coffee consumption in Indonesia is currently increasing. The wide variety of coffee products available on the market has created competition for fellow coffee producers, so coffee marketers need to understand consumer behavior to create competitive marketing strategies to compete for consumers. In achieving this, coffee producers must know what consumers' needs are and the reasons that encourage consumers to consume coffee products.

In Salatiga city, there are several coffee processing producers, especially robusta coffee. One of the well-known local coffee brands in Salatiga City is Babah Kacamata Coffee. This brand is widely known and a favorite among the people of Salatiga because of its distinctive taste. This robusta coffee is made in a traditional way for generations to maintain the distinctive taste of the product. Babah Kacamata Coffee Shop is located at Jalan Kalinyamat No.16, Kutowinangun Kidul, Salatiga. Babah Kacamata Coffee has been established since 1965, founded by husband and wife, Warsono (Tan Tjun Gwan) and Lucia Rusmiyati.

Increasingly fierce competition in the business world requires entrepreneurs to continuously improve service quality in order to remain competitive and survive. Consumers tend to choose products or services that are able to provide satisfaction in accordance with their expectations. Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of the product or service received with previously held expectations. High satisfaction can strengthen customer loyalty, which contributes to the sustainability and growth of the company [3].

Purchasing decisions are the result of the decision-making process carried out by consumers before purchasing a product or service. Purchasing decisions involve a series of stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. This process is influenced by psychological, social, cultural, personal, and situational factors that shape consumer preferences and behavior [3].

Babah Kacamata Coffee faces challenges in determining its market position and competing with other coffee producers to retain customers. In the midst of increasingly fierce competition, producers need to understand their position in the market and develop competitive strategies in order to maintain consumer loyalty [4]. Based on the background description above, it can be concluded that customer satisfaction with a product influences purchasing decisions through consideration of the product attributes. If customers are satisfied with the product purchased, they tend to become loyal and make repeat purchases. This study aims to analyze the level of customer satisfaction in purchasing decisions for Babah Kacamata Coffee products in Salatiga City.

2. Research method

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This research was conducted at Babah Kacamata Coffee shop which was held from January 2025 to February 2025. This research uses descriptive research methods with a quantitative approach. In quantitative research, a commonly used data collection method is a questionnaire. The questionnaire is a data collection tool that contains a number of structured questions to measure the variables in the study [5]. In this study, the sampling method used was non-probability sampling with a purposive sampling approach. This technique selects samples based on certain criteria. Purposive sampling is a sampling method in which the researcher selects participants based on special considerations from the population under study [6]. The criteria used to select consumers as respondents in this study are those who have made purchases and consumed products at the Babah Kopi Kacamata Salatiga shop with an age between 18 years and 60 years. Consumers who visit Babah Kacamata Coffee shop will be the population that can be used for this research. The sample that can be used is consumers of Babah Kacamnata Coffee shop who live in Salatiga City with a total of 60 people.

The data collection techniques in this study were interviews, questionnaires, observations and literature studies. The questionnaire contained 15 questions based on the following attributes:

Table 1. Indicators of Level of Importance and Level of Performance

Variable	Code	Attribute
Product Quality	1	Flavor
	2	Aroma
	3	Composition
	4	Packaging
Price	5	Price affordability
	6	Price competitiveness
	7	Price compatibility with product quality
	8	Price compatibility with product benefits
Brand Image	9	Strengths 1
	10	Uniqueness of characteristics
	11	Uniqueness of brand name
	12	Strengths 2
Promotion	13	Promotion Media
	14	Promotion Quality
	15	Targeted Promotions

Table 1. shows the attributes of the assessment of the level of importance and the level of work performance. There are 4 variables used in this study, namely product quality, price, brand image, and promotion. The scale used is a Likert scale with five levels of answers, namely (very disagree, disagree, moderately agree, agree, and very agree).

The data collected will be processed using three methods or analysis tools, namely Descriptive Analysis, Customer Satisfaction Index (CSI) Analysis and Importance Performance Analysis (IPA). Descriptive analysis is used as an approach to identify consumer characteristics and their decision-making patterns.

2.1 Customer Satisfaction Index (CSI)

One effective approach to measuring the level of customer satisfaction is through the Customer Satisfaction Index (CSI). This method allows a comprehensive assessment of customer satisfaction by considering the weight of importance of each variable measured. According to recent research, the implementation of CSI provides significant benefits for companies because it produces accurate data on customer satisfaction levels that can be used for internal evaluation [7].

The main advantage of CSI lies in its ability to provide a periodic evaluation system that helps companies identify service areas that still need improvement based on customer feedback. More than just measuring satisfaction levels, this method is also able to reveal specific dimensions or attributes that require improvement. Another advantage of CSI is its simplicity of application, which makes it easy to implement in various types of businesses [8]. To calculate the value of the CSI magnitude can be done with the following steps:

1)   Mean Importance Score (MIS) and Mean Satisfaction Score (MSS).

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

Description:
Yi   = Importance value of Y attribute i
n   = Number of respondents

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

Description:
Yi   = Importance value of X attribute i

n   = Number of respondents

2)   Weight Factor (WF)

$$WF = \frac{MISi}{\sum\limits_{i=1}^{p} MISi} \; x \; 100\%$$

Description:
MISi = Average value of importance to i

$\sum\limits_{i=1}^{p} MISi$ = Total average importance from i to p

3)   Weight Score (WS)

$$WSi = WFi \; x \; MSS$$

Description:
WFi = Weighted factor to z

4)   Customer Satisfaction Index (CSI)

$$CSI = \frac{\sum\limits_{i=1}^{p} WS}{HS} \; x \; 100\%$$

Description:
$\sum\limits_{i=1}^{p} WS$ = Total Weight Score (WS)
HS = maximum scale used

The indicators for measuring customer satisfaction criteria are as follows:

**Table 2**. CSI Satisfaction Level Criteria

CSI Score (%)	Description
81 - 100	Very Satisfied
66 - 80	Satisfied
51 - 65	Quite Satisfied
35 - 50	Less Satisfied
0 - 34	Dissatisfied

Source: Chairwani, 2018

2.2 Importance Performance Analysis (IPA)
Importance Performance Analysis (IPA) is a method used to assess the extent to which the attributes of a product are considered important and how well they perform in a particular context. This method functions as an analytical tool that allows the placement of these attributes in a Cartesian diagram, making it easier for companies to make improvements and evaluations of these attributes [9]. There are four quadrants in the IPA method, where each quadrant can provide management information or service strategies among others:
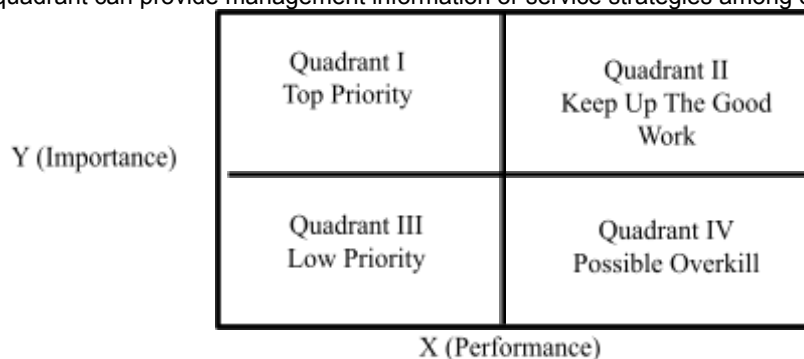
The following is an explanation of each quadrant in Figure 1 [10]:
1.   First Quadrant (Top Priority)
     In this quadrant, there are several factors that are considered important and expected by consumers or customers, but the company's performance is considered not to satisfy customers so that the company needs to contribute to improving resources in order to improve the performance included in the quadrant.
2.   Second Quadrant (Keep Up The Good Work)

In this quadrant, there are factors that are considered important and are expected as one of the factors that support customer satisfaction so that the company is obliged to maintain these performance achievements.

3.   Third Quadrant (Low Priority)

In this quadrant, there are several factors that are considered to have a low level of perception or actual and are not too important or not too much awaited by consumers, so companies do not need to prioritize and pay more attention to these factors.

4.   Fourth Quadrant (Possible Overkill)

In this quadrant, there are factors that are not too important and not too expected by consumers so that companies are better off fixing the resources related to these factors to other factors that have a higher priority level.

3. Results and discussion

3.1 Company Overview

Kopi Babah Kacamata is one of the growing local coffee brands in Salatiga City, Central Java. Located on Jl. Kalinyamat No. 16, Kopi Babah Kacamata has been established since 1965 by husband and wife, Warsono (Tan Tjun Gwan) and Lucia Rusmiyati. Until now, Babah Kacamata Coffee is still in production, managed by their son Astono as the second generation. The name Babah Kacamata comes from the nickname given by Astono's coffee customers to his late father, Warsono or Tan Tjun Gwan, who was known for always wearing glasses.

Since its inception, the company has focused on processing high-quality robusta coffee beans, sourced from local farmers. The processing process, from roasting to grinding, is carried out using the same stove and coffee bean grinder as in the past, but still paying close attention to the level of maturity. Currently, Kopi Babah Kacamata has successfully developed its business and the robusta coffee production is able to sell around 80 kg to 90 kg every day at a price of IDR 160,000/kg. Kopi Babah Kacamata continues to maintain its commitment to quality and affordable prices, and seeks to strengthen its position in the local coffee market through various marketing strategies, such as radio promotions, social media, event sponsorship, and participation in bazaars.

3.2 Characteristics of Respondents

In this study, the consumers analyzed were customers of Babah Kacamata Coffee shop on Jl. Kalinyamat No. 16 Salatiga City. Respondent criteria include several aspects, such as gender, age, occupation, income, and frequency of coffee purchases at Babah Kacamata Coffee shop. Data on overall consumer characteristics can be seen in Table 3 below.

Table 3. Characteristics of Respondents

No	Description	Number of Respondents (n)	Percentage (%)
1	Gender		
	Male	42	70
	Female	18	30
2	Age		
	19-24 years	6	10
	25-30 years	7	11
	31-36 years	12	20
	37-42 years	11	18
	43-48 years	13	22
	49-54 years	10	17
	55-60 years	1	2
3	Occupation		
	Civil Servant	6	10
	Private Employee	17	28
	Entrepreneur	24	40
	Student	6	10
	Housewife	4	7
	Farmer/Labor	3	5
4	Income		
	< IDR 1.000.000	10	17
	IDR 1.000.000-IDR 3.000.000	38	63
	> IDR 3.000.000	12	20
5	Frequency of Coffee Purchase		
	1 time	2	3
	2 times	8	13

No	Description	Number of Respondents (n)	Percentage (%)
	3 times	9	15
	5 times	4	7
	Once a week	13	22
	Once every two weeks	15	25
	Once a month	9	15

Source: Data Processed, 2025

Based on the data in Table 3, the majority of consumers of Babah Kacamata Coffee Shop are men with a percentage of 70%, while women are only 30%. This is in line with the research of Arista et al. (2016) [11], which states that more male consumers buy instant and ready-to-eat ground coffee than women.

In terms of age, the most dominant consumers are in the 43-48 years range, totaling 22%. This finding shows that the majority of customers are mature individuals who are likely to have regular coffee consumption habits. Augusta (2018)[12] and Rahhadiski (2020)[13] suggest that age influences purchasing decisions, where the adult age group is more likely to consume coffee as part of their lifestyle or daily needs.

Based on the type of work, the majority of consumers come from the self-employed (40%). This indicates that consumers of Babah Kacamata Coffee are dominated by independent workers and employees who may make coffee a necessity in their daily activities. These results are supported by Setiaji's research (2018)[14], which states that workers with high mobility have a greater tendency to consume coffee to support productivity.

In terms of income, most customers have an income between Rp 1,000,000 - Rp 3,000,000 as much as 63% of the total number of respondents. This data shows that Kopi Babah Kacamata reaches various economic segments, with a predominance of the middle class who still consider price in purchasing decisions.

The frequency of coffee purchases also varies, with most consumers making purchases once every two weeks 25% of the total number of respondents. This finding is in line with Assauri's research (2020)[15], which states that consumer loyalty to coffee products is influenced by individual habits and preferences in consuming coffee.

3.3 The Decision-making Process

The consumer decision-making process for Babah Kacamata Coffee products can be seen through 5 stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Based on Table 4, at the problem recognition stage, the majority of respondents as much as 50% bought this coffee for lifestyle reasons. The results of this analysis are in line with research from Solikatun et al. (2020)[16], which states that coffee consumption today is not only based on functional needs, but is also part of the lifestyle trends of urban communities.

At the information search stage, 51.7% of respondents obtained information from friends, indicating the strong influence of word of mouth in the marketing process. This is reinforced by the findings of Dwi et al. (2024)[17], which state that recommendations from the social environment have an important role in shaping consumer perceptions of a product.

In the alternative evaluation stage, 41.7% of consumers consider product attributes as the main reason for purchase, which includes product quality, packaging, and uniqueness. These results are in line with research by Sekarningrum (2023)[18], which shows that coffee consumers tend to choose products based on the quality and local image attached to the product.

At the purchase decision stage, 46.7% of respondents stated that they always plan purchases, showing high loyalty and awareness of the product. Meanwhile, the last stage, namely post-purchase behavior, showed very positive results, where all respondents (100%) stated that they wanted to make repeat purchases. This shows a high level of satisfaction and consumer loyalty to Babah Kacamata Coffee products, as also found by Khoiri and Silvianita (2023)[19] in their research on local coffee customer loyalty which is influenced by consumer experience and satisfaction.

Table 4. Respondents' Answers to the Decision-Making Process for Purchasing Babah Kacamata Coffee

No	Indicator	Measurement	Percentage of Answers
1	Problem Recognition	What benefits do you expect when buying or consuming Babah Kacamata Coffee?	Health: 15% Lifestyle: 50% Daily necessities: 35%
2	Information Search	Where do you get information about Babah Kacamata Coffee products?	Friends: 51,7% Family: 28,3% Shop/Merchant: 15% Advertisement/Promotion: 5%
3	Alternative Evaluation	What are your considerations in buying Babah Kacamata Coffee?	Product attributes: 41,7% Salatiga original product: 23,3% Distinctive flavor: 18,3% Low price: 16,7%
4	Purchase Decision	How did you decide to buy Babah Kacamata Coffee products?	Always plan a purchase: 46,7% Depends on the situation: 28,3% On the spur of the moment: 25%

No	Indicator	Measurement	Percentage of Answers
5	Post-purchase Behavior	After making a purchase, do you intend to buy Babah Kacamata Coffee products again?	Yes: 100% No: 0%

Source: Data Processed, 2025

3.4 Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is used to measure the level of customer satisfaction with the products and services provided by Kopi Babah Kacamata in Salatiga City. The detailed results of the CSI calculation are shown in Table 5.

Table 5. CSI Calculation Result Data

No.	Product Attributes	MIS	WF (%)	MSS	WS (%)
1	Flavor	4,70	7,20	4,55	32,75
2	Aroma	3,80	5,82	4,32	25,12
3	Composition	4,30	6,58	3,95	26,01
4	Packaging	3,70	5,67	3,78	21,44
5	Price affordability	4,75	7,27	4,55	33,10
6	Price competitiveness	4,28	6,56	4,50	29,52
7	Price compatibility with product quality	4,73	7,25	4,58	33,22
8	Price compatibility with product benefits	4,55	6,97	4,53	31,59
9	Strengths 1	4,08	6,25	4,15	25,95
10	Uniqueness of characteristics	3,98	6,10	4,15	25,32
11	Uniqueness of brand name	4,33	6,64	4,27	28,31
12	Strengths 2	4,35	6,66	4,28	28,53
13	Promotion Media	4,60	7,04	3,75	26,42
14	Promotion Quality	4,55	6,97	3,75	26,13
15	Targeted Promotions	4,58	7,02	4,53	31,82
	TOTAL	**65,3**	**100**	**63,65**	**425,22**

Source: Data Processed, 2025

In determining the value of the Customer Satisfaction Index (CSI), the calculation is done by dividing the total Weight Score value by the maximum scale used in this study.

$$CSI = \frac{\sum_{i=1}^{p} WSi}{HS} \ x \ 100\% = \frac{425,22\%}{5} = 85,04\%$$

Based on the calculation results, a Customer Satisfaction Index (CSI) value of 85.04% was obtained. This value is within the range of 81% - 100%, which indicates that overall, consumers are very satisfied with the experience of purchasing and consuming coffee at this shop. With a CSI value that is in the very satisfied category, Babah Kacamata Coffee Shop has succeeded in creating a positive relationship with customers, which has the potential to increase loyalty and repeat visits. When associated with the results of the IPA analysis, the value of the CSI analysis results of the Babah Kacamata Coffee shop which is still below 100% can be caused by satisfaction attributes in quadrant I which are the top priority and must be improved so that consumers can feel even higher satisfaction with Babah Kacamata Coffee products.

3.5 Importance Performance Analysis (IPA)

The Importance Performance Analysis (IPA) method is conducted by calculating the total score of service performance and the level of importance perceived by consumers at Babah Kacamata Coffee Shop, located at Jl. Kalinyamat No. 16, Salatiga City. After the data was obtained with a total of 60 respondents, the values of x̄ (average performance score), Ȳ (average importance score), and Tki (level of conformity) were calculated. The level of conformity in Importance Performance Analysis (IPA) is used to measure the extent to which the performance of the services provided by Babah Kacamata Coffee Shop is in accordance with consumer expectations. If the value of the level of conformity approaches or reaches 100%, it means that the service performance has met consumer expectations. Conversely, if the level of conformity is low, then there is a gap between expectations and reality, so there is a need for improvement in certain aspects.

Table 6. Level of Conformity of Importance and Performance of Babah Kacamata Coffee

No	Product Attributes	Xi	Yi	Tki (%)	x̄	Ȳ
1	Flavor	273	282	96,81	4,55	4,70
2	Aroma	259	228	113,60	4,32	3,80
3	Composition	237	258	91,86	3,95	4,30
4	Packaging	227	222	102,25	3,78	3,70

No	Product Attributes	Xi	Yi	Tki (%)	x̄	Ȳ
5	Price affordability	273	285	95,79	4,55	4,75
6	Price competitiveness	270	257	105,06	4,50	4,28
7	Price compatibility with product quality	275	284	96,83	4,58	4,73
8	Price compatibility with product benefits	272	273	99,63	4,53	4,55
9	Strengths 1	249	245	101,63	4,15	4,08
10	Uniqueness of characteristics	249	239	104,18	4,15	3,98
11	Uniqueness of brand name	256	260	98,46	4,27	4,33
12	Strengths 2	257	261	98,47	4,28	4,35
13	Promotion Media	225	276	81,52	3,75	4,60
14	Promotion Quality	225	273	82,42	3,75	4,55
15	Targeted Promotions	272	275	98,91	4,53	4,58
	Average			97,47	4,24	4,35

Source: Data Processed, 2025

The next stage in the Importance Performance Analysis (IPA) method is that the data is analyzed using a Cartesian diagram to determine the priority of each product quality attribute. This analysis helps identify improvement steps by assessing the level of importance and performance of each attribute. This analysis process is carried out by mapping attributes onto a Cartesian diagram based on customer assessments of the performance and importance of coffee product attributes. In this diagram, the X-axis shows the performance level of an attribute, while the Y-axis illustrates its level of importance to consumers. In Table 4.2, the overall average attribute value for the performance level was recorded at 4.1, while the average importance level reached 4.6. These values are used as division boundaries in the Cartesian diagram which is divided into four quadrants. The results of the attributes into the Cartesian diagram can be seen in the figure below.
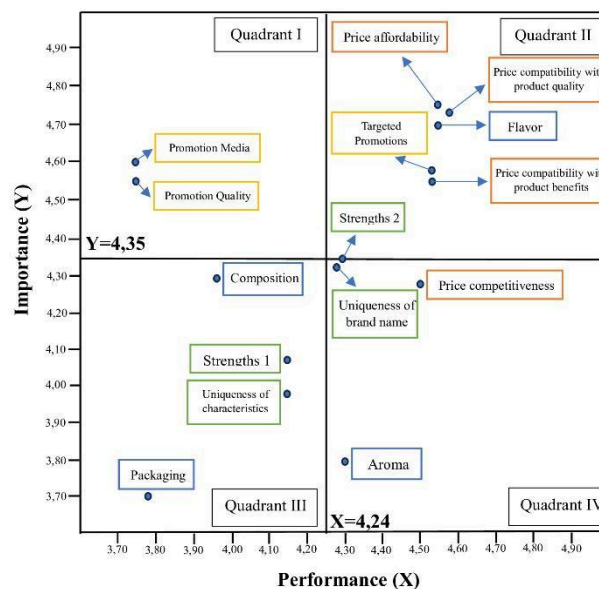

Fig. 2. Cartesian diagram

Quadrant I (Top Priority)
The attributes contained in this quadrant must be prioritized and their performance improved because they have a high importance value for consumers, but their performance is still unsatisfactory. The following attributes are included in quadrant I (Top Priority):
1. Promotion Media
   The promotional media carried out by Kopi Babah Kacamata through social media is still considered less active by consumers. Therefore, the Babah Kacamata Coffee shop must be more active in using social media in promoting products because promotion through social media can reach a wider range of consumers and make it easier for consumers to obtain information about Babah Kacamata Coffee products.
2. Promotion Quality
   Promotion quality can include aspects in the relevance of promotional content, creativity of delivery, and consistency of implementation. This finding shows that consumers consider the quality of promotion to be a very important factor so that the actual performance of Kopi Babah Kacamata in these aspects still needs to

be significantly improved. A comprehensive improvement in the quality of promotions is expected to increase brand awareness as well as sales conversion more optimally.

Quadrant II (Keep Up The Good Work)

Quadrant II (Keep Up The Good Work) includes attributes that are considered important by consumers and have met the performance expectations of these attributes. The attributes included in this quadrant must be maintained properly because all these variables make Babah Kacamata Coffee products the top choice in the eyes of consumers.

1. Flavor

   The taste of Babah Kacamata Coffee is one of the main competitive advantages that currently meets consumer expectations. This flavor attribute can be influenced by the selection of high-quality coffee beans with distinctive flavor characteristics. Therefore, the Babah Kacamata Coffee shop needs to maintain the taste of these coffee products and continue to conduct research on the development of consumer taste preferences.

2. Price Affordability

   The position of this attribute in quadrant II indicates that the pricing strategy currently implemented has succeeded in creating optimal value for consumers. Therefore, the Babah Kacamata Coffee shop must maintain an affordable price in order to increase consumer loyalty to make repeat purchases of Babah Kacamata Coffee products.

3. Price compatibility with product quality

   The attribute of price compatibility with product quality shows a level of performance that is in accordance with what consumers expect, where consumers feel that the investment made to buy Babah Kacamata coffee is reasonable and in accordance with their expectations. This attribute is important because it can increase customer loyalty and encourage word-of-mouth recommendations. Therefore, companies need to continue to maintain and improve product quality to keep it in line with the price set, so that consumers feel satisfied and motivated to make repeat purchases.

4. Price compatibility with product benefits

   The attribute of price compatibility with product benefits shows that consumers feel that the price paid is proportional to the benefits they get from the product. This reflects consumers' positive perception of the value offered by Babah Kacamata coffee, where they feel that the benefits obtained, such as taste and aroma, are in accordance with the price paid. Therefore, companies must continue to strive to ensure that the benefits provided remain relevant and satisfying, so that consumers feel that they get optimal value from every purchase made.

5. Strengths 2

   The strength attribute of the favorite brand shows that consumers consider Babah Kacamata coffee brand as their first choice compared to other brands. The superiority of this favorite brand can be influenced by various factors, such as previous positive experiences, consistent product quality, and effective marketing strategies. By maintaining and improving these attributes, companies can strengthen their position in the market and attract more consumers, while creating mutually beneficial long-term relationships with customers.

6. Targeted Promotions

   The attribute of the accuracy of promotional targets shows that the marketing strategy implemented by Babah Kacamata coffee has succeeded in reaching and attracting the attention of the right consumer segment. The accuracy of this promotional target not only increases brand awareness, but also encourages interest and desire to try the product. Therefore, it is important for companies to continuously evaluate promotional strategies to stay relevant to market needs and expectations.

Quadrant III (Low Priority)

Quadrant III is an area where attributes are considered low performance and expectations. Attributes in this quadrant are considered not very important to consumers and the performance of producers is considered unsatisfactory. The attributes in this quadrant are considered to have minimal influence on customer satisfaction.

1. Composition

   Composition attributes located in quadrant III indicate that these attributes are considered less important by consumers and their performance still does not meet consumer expectations. Consumers are more concerned about the taste and aroma of Babah Kacamata Coffee products. Thus, improving the performance of the composition attribute is not a top priority for the company, but the company can still make improvements to these attributes to achieve optimal value.

2. Packaging

   Packaging attributes located in quadrant III indicate that these attributes are considered less important by consumers and their performance still does not meet consumer expectations. Consumers think that the packaging used in Babah Kacamata Coffee products is still simple and in accordance with the price, so according to consumers the packaging used does not affect purchasing decisions. Therefore, improving the performance of the packaging attribute can be done by the company to achieve optimal value, but it is not the top priority.

3. Strengths 1

   The performance of the Babah Kacamata coffee brand strength attribute still does not meet consumer expectations, especially since the majority of buyers are in the 31-48 age range. This shows that the Babah Kacamata coffee brand is not yet widely recognized enough among young people. consumers consider this

attribute not very important because consumers will still buy products without paying attention to these attributes. However, the company also needs to make improvements to these attributes by increasing the awareness of the Babah Kacamata coffee brand to all groups.

4. Uniqueness of Characteristics

The attribute of uniqueness of characteristics located in quadrant III indicates that the attribute is not considered very important by consumers and its performance also still does not meet consumer expectations. Consumers consider that Babah Kacamata coffee lacks characteristics that distinguish it from similar products on the market. However, consumers also think that the uniqueness of the characteristics is not an important factor in purchasing decisions, because there are other attributes that attract their attention more to choose Babah Kacamata coffee.

Quadrant IV (Possible Overkill)

Quadrant IV is an area that shows attributes with high performance but low importance. The attributes contained in this quadrant are doing well, but are not considered important or have a significant impact by consumers. This indicates that the resources allocated to these attributes may be excessive and could be diverted to areas that require more priority improvement.

1. Aroma

The aroma attribute of Babah Kacamata Coffee which is in quadrant IV shows high performance, although it does not have a significant influence on consumer purchasing decisions. This distinctive and appetizing aroma is one of the main attractions that encourage consumers to try and enjoy the product. This indicates that the company has succeeded in creating an aroma profile that matches consumer preferences, so that it can become a competitive advantage in the market.

2. Price Competitiveness

The price competitiveness attribute shows that consumers feel the price of Babah Kacamata coffee is at a competitive level, although this attribute is not considered important in making purchasing decisions. This shows that the company has successfully set prices that are in line with the market, but keep in mind that relying solely on price competitiveness is not enough to attract and retain customers. Therefore, the company is advised to continuously monitor and adjust its pricing strategy while improving other aspects of the product.

3. Uniqueness of Brand Name

The uniqueness attribute of the brand name shows that consumers consider the name "Kopi Babah Kacamata" to be highly attractive, although this attribute is not considered very important in purchasing decisions. This unique and memorable brand name can create a positive impression and differentiate the product from competitors in the market. This suggests that while the uniqueness of the brand name can provide an advantage in terms of recognition, companies need to ensure that other more important attributes are also considered and improved. Thus, companies can utilize brand name uniqueness as part of a broader marketing strategy, while still focusing on aspects that are more influential to consumer purchasing decisions.

4. Conclusion and recommendation
4.1 Conclusion

The majority of consumers of Babah Kacamata Coffee are men of productive age, with jobs as entrepreneurs and have a middle income level. The pattern of regular purchases shows that coffee consumption has become part of the consumer's lifestyle. The decision-making process is influenced by lifestyle motivation, information from the social environment such as friends and family, and consideration of product attributes. All consumers stated that they were willing to buy again, indicating a high level of satisfaction and loyalty.

Based on the results of the analysis using the Customer Satisfaction Index (CSI), it is known that the level of customer satisfaction with Babah Kacamata Coffee products in Salatiga City is 85.04%, where this result lies in the range of 81% - 100% which indicates that the customer satisfaction index is in the "very satisfied" criteria for the attributes studied. Meanwhile, the results of the calculation of the Importance Performance Analysis (IPA) method identify that the attributes: promotional media and promotional quality are included in Quadrant I, which means that these aspects require performance improvement and other attributes included in Quadrants II, III, and IV still need to be maintained in order to consistently maintain and meet consumer expectations.

4.2 Recommendation

For Babah Kacamata Coffee, it is hoped that it can maintain the good quality performance of the attributes in quadrant II such as taste, price affordability, price compatibility with product quality, price compatibility with product benefits, excellence of favorite brands, and accuracy of promotional targets. Meanwhile, the attributes contained in quadrants I and III also require performance improvements to optimize the level of consumer expectations, as well as attributes in quadrant IV that need to be maintained even though they are not very important to consumers.

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