

***TRAINING ON CONSUMER SERVICE STANDARDS FOR UMKM
SERAYAT COFFEE AND EATERY CAFÉ IN JOHAR BARU
DISTRICT, CENTRAL JAKARTA***

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Abstract

The Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia, particularly in the café industry, has experienced significant growth in recent years. New cafés are emerging in various regions, offering a range of concepts and appealing menus to attract customers. One of the most fundamental challenges faced by these cafés is consumer service, which directly impacts customer satisfaction. Research indicates that good service quality can enhance customer loyalty and drive sales growth. The objective of the Consumer Service Training for Serayat Coffee and Eatery Cafe is to improve service and customer satisfaction among 9 participants from various departments, including Kitchen, Pastry, Bar, Cashier, and Services, all of which directly interact with café customers. This program is divided into an initial observation of the employees' service skills, an explanation of consumer service material based on the STEG Model, and a practical role-play session focused on consumer service. As a result, the trained employees were very enthusiastic and recognized the need to enhance their skills in providing better and more efficient consumer service. The training received a rating of 4.50 out of 5, and the consumer service level reached 81.1%.

Keywords: Consumer Services, MSMEs, STEG Model.

1. INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia, particularly in the café industry, has experienced significant growth in recent years. New cafés are emerging in various regions, offering a range of concepts and appealing menus to attract customers. In 2023, the UMKM sector in cafes has seen significant growth, "With a total of approximately 66 million cafes, (National Coffee Association, 2023) , with challenges in consumer service remaining a critical issue. Key studies highlight the importance of understanding consumer preferences and the implementation of effective service strategies to enhance customer satisfaction.

However, one of the most fundamental challenges faced by these cafés is consumer service, which directly impacts customer satisfaction. Research indicates that good service quality can enhance customer loyalty and drive sales growth (Hapsari, Clemes, & Dean, 2020). In this context, cafés need to focus on staff training, time management, and friendly interactions to create a positive experience for customers. Additionally, the implementation of technology in ordering and payment systems can improve service efficiency, allowing cafés to compete more effectively in an increasingly competitive market (Sari, 2021). Therefore, enhancing service quality becomes crucial for new cafés to achieve success and sustainable growth.

The STEG Model (Selling Technique Evaluation Grid), developed by Wotruba (1980), serves as a comprehensive framework for evaluating and enhancing service quality, particularly in the service industry, including cafes. This model emphasizes four key components: Selling, Technique, Empathy, and Growth. Each component plays a crucial role in shaping the customer service experience, making it an essential tool for training programs aimed at improving consumer service in cafes.

The first component is Selling, focuses on the ability to effectively sell and promote products or services. In the context of cafes, this involves training staff to understand the menu thoroughly and communicate its value to customers. Research indicates that effective selling techniques can significantly influence customer satisfaction and repeat business (Kumar & Reinartz, 2016). By equipping employees with the skills to engage customers and highlight unique offerings, cafes can enhance their overall service quality.

The second component, Technique, emphasizes the importance of utilizing effective methods and technology in service delivery. In today's digital age, cafes can leverage technology to streamline operations and improve customer interactions. For instance, implementing point-of-sale systems and mobile ordering can enhance efficiency and reduce wait times (Baker et al., 2020). Training staff to use these technologies effectively is vital for providing a seamless customer experience.

The third component of the STEG Model, Empathy, underscores the necessity of understanding and responding to customer needs. Empathetic service can lead to higher levels of customer satisfaction and loyalty (Homburg et al., 2015). Training programs that focus on developing empathy among staff can help create a welcoming atmosphere in cafes, where customers feel valued and understood. This emotional connection is crucial for fostering long-term relationships with patrons.

Finally, the Growth component highlights the importance of continuous improvement in service quality. Cafes must regularly assess their service delivery and seek feedback from customers to identify areas for enhancement (Zeithaml et al., 2018). By fostering a culture of growth and development, cafes can adapt to changing customer preferences and maintain a competitive edge in the market. The STEG Model provides a structured approach for cafes to implement these improvements effectively.

So, the STEG Model offers a valuable framework for training consumer service in cafes. By focusing on Selling, Technique, Empathy, and Growth, cafes can enhance their service quality and create memorable experiences for customers. Implementing this model in training programs can lead to increased customer satisfaction, loyalty, and ultimately, business success.

IMPLEMENTATION METHOD

The training took place on Serayat Coffee & Eatery, dated January 13, 2025, lasting approximately three hours. The training consisted of the following stages:

1. Preparation Stage:

The author arrived at Serayat Coffee to discuss and identify on-site issues related to consumer service training for all café employees. This initial discussion aimed to understand the specific challenges faced by the staff in delivering quality service.

2. Training Stage:

The author conducted the training, starting with an initial observation to assess the café employees understanding of the importance of consumer service. This was followed by a classroom session that elaborated on service standards, effective communication techniques, conflict management, and handling customer complaints. The training concluded with a practical session on consumer service using role-play methods, allowing employees to apply what they had learned in a simulated environment.

3. Evaluation Stage:

The author performed an evaluation to test the café employees understanding of the knowledge imparted during the training. The café staff were assessed using performance indicators, which included aspects such as consumer service quality, order wait times, minimizing customer complaints, and the importance of enhancing the quality of food and beverages served. This evaluation aimed to ensure that the training objectives were met and that employees were equipped to improve their service delivery effectively.

Here are the initial observation questions to evaluate consumer service based on the STEG Model:

Selling Section :

- How often do you greet customers warmly and politely? (Scale: 1-5, 1=Rarely, 5=Very Often)
- Do you clearly explain the menu and promotions to customers? (Yes/No)
- What is the average time it takes for you to take an order? (Minutes in scale 1 to 5)
- How often do you offer additional menu items or promotions? (Scale: 1-5)
- How do you handle dissatisfied customers? (Options: Ignore, Calm them down, Offer a solution, Act for a solution, Other: Replacement and Gift)

Technique Section :

- How confident are you in answering customer questions about the menu? (Scale: 1-5)
- Do you have knowledge about the ingredients and preparation processes of the food? (Yes/No)
- How often do you use technology to speed up service? (Scale: 1-5)
- How do you manage your time when serving customers? (Options: Effective, Less Effective, Very Effective)
- Do you have good communication skills with customers? (Yes/No)

Empathy Section:

- How often do you pay attention to the needs and preferences of customers? (Scale: 1-5)
- How do you handle customers with special needs? (Options: Ignore, Calm them down, Offer a solution, Act for a solution, Other: Replacement and Gift)
- How often do you ask for feedback from customers? (Scale: 1-5)
- Do you have the ability to understand the customer's perspective? (Yes/No)
- How do you handle emergency situations or customer complaints? (Options: Ignore, Calm them down, Offer a solution, Act for a solution, Other: Replacement and Gift)

Growth Section:

- How often do you receive training or development to improve service quality? (Scale: 1-5)
- Do you have knowledge about the latest trends in the café industry? (Yes/No)
- How often do you participate in promotional or marketing activities? (Scale: 1-5)
- How do you assess your own service quality? (Scale: 1-5)
- Do you have ideas for improving service quality? (Yes/No).

Additional Questions:

- How long have you worked at this café?
- Do you have previous work experience in the café industry?
- Do you have any suggestions for improving service quality?

Measurement Scale :

- Very Often (5) / Replacement with Gift
- Often (4) / Act for a Solution
- Somewhat (3) / Offer a Solution
- Rarely (2) / Calm them down
- Very Rarely (1) / Ignore

Performance Indicators:

- Customer Satisfaction Level: 90%
- Average Wait Time: 5 - 10 minutes
- Customer Complaint Rate: $\leq 5\%$
- Food and Beverage Quality Level: 95%
- These performance indicators serve as benchmarks for evaluating the effectiveness of consumer service in the café industry. Achieving these targets is essential for ensuring a high level of customer satisfaction and loyalty, ultimately contributing to the overall success of the business. (SERVQUAL, 2022)

RESULT AND DISCUSSION

The training aims to provide knowledge and skills in consumer service within the café industry, encompassing various related departments such as the bar, kitchen, pastry, cashier, and the service department itself. Since the employees have only recently started working in late August 2024 and come from diverse backgrounds, with most lacking prior experience in cafés, this training is essential. The objective is to broaden their understanding of consumer service, equipping café staff, particularly in service roles, with the necessary expertise to enhance customer satisfaction and retention. Ultimately, this training is expected to have a direct impact on increasing sales for the MSME café sector in the future.

First step, we do initial observation to assess the café employees understanding of the importance of consumer service, with the question from STEG Model.



Figure 1: Personal Documentation.

Second Step, The training explanation run with, explanation Consumer services, effective communication technique, Conflict management, and handling Consumer Complain.



Figure 2: Personal Documentation.

Third Step, the practical session on consumer service using role-play methods.



Figure 3 : Personal Documentation .

The fourth step : The result of Consumer Services by STEG Model. as follows:

Kegiatan Pelatihan Pelayanan Konsumen

Score

No	Nama	Bagian	Selling (S)	Technique (T)	Empathy (E)	Growth (G)	Total
1	Firransyah	Bar	21	23	24	17	85
2	Meska Syifa	Bar	18	22	23	19	82
		Bar	19,5	22,5	23,5	18	83,5
3	Annur Soya Pratiwi	Cashier	23	21	19	20	83
4	Reflaha Jestya	Cashier	20	24	17	15	76
		Cashier	21,5	22,5	18	18,5	80,5
5	Muhamad Rizki	Kitchen	17	19	23	22	81
6	Viro Virgiawan	Kitchen	20	22	23	20	85
		Kitchen	18,5	20,5	23	21	83
7	Adha Salsabila Saputri	Pastry	22	23	21	18	84
8	Naswa Aura	Waitress	15	15	16	16	62*
9	Zahwa Hairunisa	Waitress	23	22	21	21	87
		Waitress	19	18,5	18,5	18,5	74,5
	Weighted Average	Total	20,1	21,4	20,8	18,8	81,1 %

Table 1: Result data

Overall, the consumer service percentage at Serayat Coffee stands at 81.1%, which is still significantly below the SERVQUAL standard of 90%. With this training, café employees will be able to identify the shortcomings that can be improved or enhanced within each department. The Bar department excels in the areas of Empathy (E) and Technique (T), while the Cashier department shows strengths in Selling (S) and Technique (T). The Kitchen department also performs well in Empathy (E) and Growth (G). The Pastry department,

consisting of only one person, demonstrates proficiency in Selling (S) and Technique (T). However, the Service department requires particular attention, as it has the lowest scores across all STEG components compared to the other departments. It is hoped that this training will enable all departments to work more effectively and maximize their potential moving forward.

The Fifth Step are Presentation of Plaques and Distribution of Certificates,



Figure 4: Personal Documentation.



Figure 5: Personal Documentation.



Figure 6 : Personal Documentation .



Figure 7 : Personal Documentation.

CONCLUSION

The training took place on January 13, 2025, with a total of 9 participants from 5 different departments: Kitchen, Pastry, Bar, Cashier, and Service. The training received a rating of 4.50 out of 5. Additionally, the participants 'understanding level' reached 81.1%. Based on the analysis of the training results, we found that this training is relevant in meeting the needs for consumer service in their café. There were also many examples of training and case studies that were pertinent to this program. The training was designed to be as straightforward as possible, ensuring that both the facilitator and the training partners expressed a desire to participate again in this valuable program for the development of café employees in the future growth.

SUGESSTION

A future iteration of this customer service training for café employees could build on its straightforward structure while adding richer, more interactive elements that strengthen real-world skills. In addition to core topics such as greeting customers, taking orders accurately, and handling complaints politely, the program can include short role plays, simulations of difficult guest situations, and peer feedback sessions to increase confidence and empathy.

Incorporating modules on active listening, upselling with integrity, product knowledge, cultural sensitivity, and positive body language will help participants deliver warmer and more personalized service. To keep motivation high, trainers can use games, group challenges, and reflection activities that allow employees to share experiences from their daily work. Clear visual guides, checklists, and simple service standards will support employees in applying what they learn immediately on the café floor. It is also helpful to add follow-up coaching or refresher micro-sessions to reinforce key behaviors over time. Regular customer feedback and short post-training surveys can be used to measure impact and identify areas for improvement. By designing the program to be practical, engaging, and supportive, both facilitators and participants are more likely to enjoy the experience and willingly take part again, contributing to consistent service quality and the café's long-term growth.

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