

THE ROLES OF ORGANIZATIONAL CULTURE OF THE AK COFFEE AS START-UP BUSINESS TOWARD CONSUMERS' SATISFACTION

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ABSTRACT

The purpose of this research is to describe the roles of the organizational culture of the AK Coffees start-up business from the explanation of the company's vision and mission, and the explanation of the company's employees on the implementation of SOP to meet consumers' satisfaction. The research uses a qualitative method. Data collection methods used in this research are the interview, observation, and documentation. The research result suggests that by analyzing organizational culture of the AK Coffee, there are several aspects to be found – aspects of organizational culture that affect the employees' performance and have an impact on consumers' satisfaction as well. In order to establish a strong organizational culture, this research emphasizes the importance of analyzing the cultural aspects embedded in the company through the viewpoint of the employees.

Keywords: role of organizational culture, customer satisfaction, start-up business

INTRODUCTION

GAPMMI, an Indonesian acronym for Association of Indonesian Food & Beverages, has been projecting the increased and continuous growth of food & beverage industry in Indonesia in each year. Food & beverage are humans primary needs to survive. The population of Indonesians continuous to grow year after year. Based on the data of Statistics Indonesia, it has been projected that the population of Indonesia is growing each year until 2035.

The Chairman of Association of Indonesian Cafes and Restaurants (APKRINDO) states that the turnovers of cafes and businesses industry in Indonesia increased 30% during 2011 to 2014. In recent days, café has not merely a place of having food and beverage, yet also become a part of today's society lifestyle as a place to relax and socialize (Apkrindo, 2014).

AK Coffee engages in food & beverage business. *AK Coffee* offers several coffee products such as *signature coffee*, *hazelnut coffee*, *coffee latte*, and *mocca latte*, which are served in both hot and cold. *AK Coffee's* coffee products are the blend of Arabica and Robusta coffee powder, which is then processed, based on the recipes of the house. Besides coffee products, *AK Coffee* also offers non-coffee products, which are *signature chocolate*, *hazelnut chocolate*, *chocolate latte*, *hazelnut latte*, *cookies & cream*, and *red velvet*.