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Analysis of Product Development for Jempol Coffee Brand in Natar District

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Abstract

The quality of customer service plays a crucial role in the success of an organization, especially in the energy sector such as PT. PLN (Persero). This study aims to analyze the role of human resource management (HRM) in improving the quality of customer service at PT. PLN (Persero) Unit Pelaksana Pelayanan Pelanggan (UP3) Tanjung Karang. The research method used is a survey with questionnaires distributed to employees and customers of PT. PLN (Persero) UP3 Tanjung Karang. The results show that HRM has a significant impact on the quality of customer service. Factors such as recruitment, training, and employee development have a positive relationship with customer satisfaction. Additionally, internal communication, employee motivation, and reward systems also play a crucial role in improving employee performance and directly contribute to the quality of service provided to customers. This research contributes to understanding the close relationship between HRM and the quality of customer service in the energy industry context. The practical implications of this research can assist PT. PLN (Persero) UP3 Tanjung Karang in optimizing HRM strategies to enhance customer satisfaction and maintain competitiveness in the competitive energy market. The conclusion of this research provides a basis for similar companies to better understand the importance of HRM in achieving strategic goals related to the quality of customer service.

Keywords: Business Development, Coffee Jempol

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INTRODUCTION

The coffee industry in Indonesia continues to experience significant growth, becoming one of the sectors with great potential in supporting the country's economy (Amin, 2020). Natar District, as part of a region rich in cultural and natural diversity, is also not exempt from exploring the potential of the coffee sector. In this context, this research aims to analyze the business development of Jempol Coffee Brand in Natar District (Nikmah, 2018).

Jempol Coffee Brand, as a local brand that may already be known in the area, is the main focus in identifying the potentials and challenges faced by coffee businesses in the region (Masyhuri & Tanjung, 2022). This analysis will not only discuss economic aspects but also involve social and environmental dimensions to provide a holistic overview of the potential business development of Jempol Coffee Brand in Natar District (Desmata, 2020).

Jempol coffee has robusta grade 1 and grade 2 qualities, where grade 1 represents high-quality beans, although not as good as specialty grade. Grade 1 coffee beans have uniform size, few defects, and good taste (Dwi & Sri, 2020). Grade 1 coffee is often used for premium packaged coffee, while grade 2 is more common and still maintains good bean quality. Grade 2 coffee beans may have slight size variations, some minor defects, but still provide a pleasant taste. Grade 2 coffee is often used in commercial packaged coffee. On the other hand, Candimas coffee uses off-grade beans, which are given to coffee beans with very low quality. Coffee beans in this category may have significant defects, inconsistent sizes, and unsatisfactory taste. They are usually used in processed products that do not require high quality (Ariyanti et al., 2019). And JS coffee uses grade 3 coffee, which is lower in quality compared to grade 2. Grade 3 coffee beans may have larger size variations, more defects, and lower taste. Grade 3 coffee is often used in instant coffee or cheaper coffee products (Jufrizen et al., 2020).

Through a deep understanding of market conditions, government policies, and other internal and external factors, it is hoped that suitable solutions and strategies can be found to advance the Jempol Coffee Brand industry in Natar District. Thus, this research is expected to make a positive contribution to developing local economic potential and improving the welfare of the surrounding community.

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THEORETICAL FOUNDATION

Business development is an important strategic process for business growth and sustainability. Business development steps often involve identifying new opportunities, developing better products or services, improving operational efficiency, market expansion, and diversification of product portfolios (Angriani & As'ari, 2021). Through effective business development, companies can increase revenue, expand market share, and strengthen their competitive position (Anisa, 2021).

The initial step in business development is conducting in-depth analysis of the market, customers, and competitors. By understanding market trends and customer needs deeply, companies can identify new opportunities to exploit. Additionally, understanding the strengths and weaknesses of competitors enables companies to design more effective development strategies and differentiate themselves from competitors. After identifying these opportunities, companies need to design the right development strategies. This may involve developing innovative new products or services, investing in research and development, or improving operational efficiency to reduce costs and increase productivity. Furthermore, companies need to ensure they have sufficient resources to support the implementation of these development strategies. This includes not only financial resources but also human resources and technology needed to successfully execute development plans. Finally, business development is not a one-way process but a continuous effort that requires ongoing monitoring and evaluation (Alpriany et al., 2013). Companies need to continuously monitor the performance of their development strategies, adjust strategies according to market and competition changes, and always look for new opportunities for innovation and growth. With this approach, companies can build a strong foundation for long-term growth and business success (Hariance et al., 2021).

METHODOLOGY

The qualitative research method aims to understand natural facts holistically and comprehensively without the researcher's intervention to manipulate the conditions of the object under study. This research explores using inductive logic and focuses on objects that interact and influence each other in a comprehensive system. It seeks to explain natural occurrences with detailed and in-depth descriptions, which differ from the typical quantitative approach that uses numbers (Sugiyono, 2016). Qualitative research is a structured type of research aimed at studying an object in its natural environment without

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manipulation or hypothesis testing. Its method is natural and does not focus on generalization based on quantity but on understanding through the phenomena being studied. The expected outcome of this qualitative research is the meaningful aspect of the object under study (Prastowo, 2016). Descriptive research aims to obtain an overview or description of how resource management is conducted in the Company. In this research, qualitative method is used as a data analysis method to descriptively illustrate the characteristics of respondents and the development of product quality conducted by the Jempol Coffee Brand business in Natar District (Creswell, 2014).

RESULTS AND DISCUSSION

Table 1: Jempol Coffee Brand Products

No	Coffe Name	Types of Coffee Powder	Selling Prices
1	KopiJempol	Kopi robusta grade 1 dan 2	Rp.7.000-Rp.16.000
2	Kopi Candimas	Kopi asalan/off grade	Rp.2.000-Rp.5.000
3	Kopi JS	Kopi robusta grade 3	Rp.5.500-Rp.9.000

Data source processed by the researcher 2023

Product Excellence Factors

There are several excellence factors of Jempol Coffee Brand, including the following:

1. Quality of Selected Coffee Beans

Jempol Coffee Brand excels in using the finest selected coffee beans. We collaborate with trusted coffee farmers and undergo rigorous selection to ensure the quality of the coffee beans we use surpasses our competitors'.

2. Meticulous Manufacturing Process

We pay attention to every stage of the coffee production process meticulously. From bean selection, precise roasting process, to grinding, each step is carefully undertaken to produce coffee with consistent taste and aroma.

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3. Diverse Flavor Innovations

Jempol Coffee Brand continually innovates in creating unique and appealing flavor variants. We always strive to provide our consumers with a different experience by creating innovative and high-quality flavor combinations.

4. Sustainability and Business Ethics

We place special emphasis on sustainability principles and business ethics. Jempol Coffee Brand supports local coffee farmers, implements fair business practices, and is committed to environmental preservation. It's not just about taste but also about the positive impact generated from every cup of coffee we sell.

5. Excellent Customer Service

Excellence is not only found in the product but also in customer service. We pride ourselves on providing excellent, responsive, and friendly service to our consumers. Every feedback and complaint is seen as an opportunity to improve our service quality.

6. Creative Marketing Strategies

We have a creative and proactive marketing team. Through innovative marketing strategies, we successfully capture consumer attention and differentiate ourselves from competitors.

DISCUSSION

Business development is an essential aspect in expanding and sustaining a business. Business development involves the long-term creation for the organization of customers, markets, and interactions within it. Therefore, analysis of business development involves the capabilities of capital, management, and product quality.

Capital Capability

Based on interviews with the owner of the "Jempol Brand" coffee business, the capital capability in this Jempol Brand Coffee business explains that there is initial capital and additional capital in this business for stock addition, operations, machinery, etc.

"In essence, the amount of initial capital to open this business depends heavily on several key factors. For this business plan, I have considered several main components. First, we will focus on the quality of coffee beans. I plan to collaborate with local coffee farmers to ensure we obtain high-quality beans. To start, the estimated costs for bean procurement, processing, and shipping. Second, the roasting process will be a crucial part in providing a unique taste for our coffee. Third, we will need attractive packaging to

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maintain the freshness of the coffee. If we detail other costs such as location rental, licensing, and monthly operational costs, the total initial capital I need to open this ground coffee business is around Rp. 17,000,000. It is important to remember that this is only an estimate, and we will continue to monitor and adjust the budget according to business needs and developments. We have also included financial reserves to address possible changes in market situations or unexpected costs." (Interview with the owner of the Jempol Brand Coffee business)

"Of course, we realize that in the business world, flexibility and adaptability are crucial. Therefore, in our business plan, we have taken into account the possibility of needing additional capital to address some situations that may arise. First and foremost, we have financial reserves that have been integrated into our financial plan. These reserves are designed to handle emergencies or unexpected opportunities that may arise during daily operations. Additionally, we understand the need to innovate or adjust strategies during the business journey. In this regard, we are open to seeking additional funding "We will explore sources such as business loans or even government support programs that may align with our business development. We are confident that having access to additional capital will provide us with an advantage in facing market changes or emerging growth opportunities. We will continue to monitor our business performance and are prepared to take necessary steps to ensure the smoothness and long-term success of our powdered coffee business." (Interview with the owner of Jempol Brand Coffee business)

Management Capability

Based on the interview results with the business owner on management capability, it is explained that this business has product operational standards to produce good products and results. Financial management is also very well maintained according to the standards of this business.

"It is crucial for us to have strict Product Operational Standards (SOP) in running our ground coffee business. This not only ensures consistency in product quality but also helps build customer trust. Here are some key aspects of the SOP we apply:

Coffee Bean Selection:

We have strict criteria for selecting the coffee beans used, including origin, quality, and farming methods. We only work with reliable coffee farmers to ensure high quality and sustainability.

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Consistent Roasting Process:

We have developed a standardized roasting process to achieve consistent roasting levels and create the desired flavor profile. Each batch of coffee beans is processed with the same procedure.

Precise Grinding:

The grinding process is done with regularly calibrated equipment. We have strict SOPs for grind size to meet the quality standards we set.

Routine Quality Checks:

We conduct routine quality checks at every stage of production, including aroma, flavor, and the smoothness of the coffee powder. This is done to ensure the final product meets the set quality standards.

Hygienic Packaging and Storage:

We have strict procedures for packaging and storing the final products. We ensure that all packaging is clean and hygienic, with clear and accurate product information.

Employee Training:

All staff involved in the production process undergo regular training on SOPs. This ensures that everyone understands the importance of consistency and follows SOPs correctly.

Customer Feedback and Continuous Improvement:

We highly value customer feedback and continuously make improvements based on that input. This helps us continually enhance our SOPs and adapt them to customer needs. By implementing these SOPs, we are confident that every ground coffee product we produce meets the desired high-quality standards of our customers." (Interview with the owner of Jempol Brand Coffee business)

"Financial management is one of the main pillars in running our ground coffee business. We understand that business sustainability heavily relies on good financial management. Here are some key principles and actions we apply:

Budget Planning:

We develop detailed and realistic budget plans to identify income and expenses. This plan includes production, marketing, operational, and short- and long-term investment costs.

Regular Financial Monitoring:

We routinely monitor our financial performance. This helps us identify trends, understand the company's financial health, and make timely decisions.

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Cash Management:

Efficient cash management is a priority. We have strict policies regarding bill payments, monitoring receivables, and daily expenditures. This helps maintain liquidity and prevent cash flow issues.

Financial Reserves Allocation:

We set aside a portion of profits as financial reserves. This serves as a protective layer when facing sudden challenges or opportunities.

Timely Tax Reporting:

We diligently fulfill our tax obligations and pay taxes on time. This helps us avoid penalties and maintain our business reputation.

Through the implementation of these strategies and practices, we believe that we can maintain financial stability, optimize performance, and respond to market changes more flexibly." (Interview with the owner of Jempol Brand Coffee business)

Product Quality

Based on the interview results, this business offers various grades of powdered coffee. In this business, we have advantages in our products that differentiate us from competitors.

"Jempol coffee offers robusta coffee of grade 1 and grade 2, where grade 1 represents high quality, although not as good as specialty grade. Grade 1 coffee beans are uniform in size, with few defects, and good taste. Grade 1 coffee is often used for premium packaged coffee, while grade 2 is more common and still of good quality. Grade 2 coffee beans may have slight variations in size, some small defects, but still provide a pleasant taste. Grade 2 coffee is often used in commercial packaged coffee. Meanwhile, Candimas coffee uses off-grade beans, which are given to coffee beans with very low quality. Beans in this category may have significant defects, inconsistent sizes, and less satisfying taste. They are typically used in processed products that do not require high quality. JS coffee uses grade 3 coffee beans, which are lower grade than grade 2. Grade 3 coffee beans may have larger size variations, more defects, and lower taste quality. Grade 3 coffee is often used in instant coffee or cheaper coffee products." (Interview with production department employee)

"Our powdered coffee products have several advantages that we believe differentiate them in the market. Some of these advantages include:

High-Quality Beans and Grading:

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We select high-quality coffee beans from reliable sources. High-quality beans directly impact the taste and aroma of our final products.

a. Consistent Flavor Profile:

Through standardized roasting and grinding processes, we achieve a consistent flavor profile every time customers enjoy our coffee. This consistency helps build customer trust.

b. Purity and High Quality:

Our products are produced with careful grinding processes and meticulous selection of raw materials. This ensures that our powdered coffee maintains purity and high quality appreciated by coffee enthusiasts.

c. Environmentally Friendly Packaging:

We are committed to using environmentally friendly packaging without compromising product quality. This reflects sustainability values that concern many modern consumers.

d. Sustainability Approach:

We strive to collaborate with local coffee farmers who practice sustainable farming. This not only supports the local community but also creates a positive sustainability footprint.

e. Support for Local Farmers:

Through partnerships with local coffee farmers, we can provide direct support to agrarian communities and ensure that each of our products has a positive impact on the supply chain.

f. Easy Serving and Storage:

Our products are designed for ease of serving and storage. Convenient packaging and easy storage help consumers enjoy quality coffee more comfortably.

g. Positive Customer Feedback:

We have received positive feedback from our customers regarding the taste and quality of our products. This reflects our success in meeting customer expectations.

Through a combination of these factors, we believe that our powdered coffee products can provide a special and satisfying coffee experience for our customers." (Interview with production department employee)

"There are several factors we believe differentiate Jempol brand coffee products from our competitors, and here are some key points:

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a. Bean Quality:

We are highly selective in choosing the coffee beans used for our products. Ensuring that the coffee beans we use are of high quality and from reliable sources is our priority, distinguishing our products in terms of unique taste and aroma.

b. Carefully Managed Roasting Process:

We have a highly standardized and carefully controlled roasting process. This not only guarantees flavor consistency but also brings distinctive nuances to every cup of coffee we serve.

c. Continuous Flavor Innovation:

We are committed to continuously innovating in creating attractive coffee flavor variants. This provides our customers with a different and exciting experience every time they try our products.

d. Commitment to Sustainability:

We actively participate in sustainability initiatives and support local coffee farmers. This not only results in more sustainable coffee but also gives our customers satisfaction in contributing positively by choosing our products.

e. Attractive Packaging Design:

We pay special attention to our packaging design. Eye-catching packaging not only creates visual appeal but also makes it easier for customers to recognize and choose our products in the market.

f. Commitment to Quality:

We prioritize commitment to product quality. From raw material selection to production processes, we ensure that every step is taken carefully to produce high-quality products that meet or even exceed customer expectations.

g. Professional Customer Service:

Friendly and professional customer service is our priority. We strive to provide a positive customer experience, from purchase to product use.

h. Reputation and Positive Feedback:

We are grateful to have built a good reputation among our customers. Positive feedback and customer support are indicators that our products truly meet their needs and desires.

Through a combination of these factors, we believe that Jempol brand coffee not only offers high-quality products but also provides a unique and satisfying experience for each of our customers." (Interview with production department employee)

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"In our powdered coffee operational activities, we rely on several critical equipment and technologies to ensure efficiency and high production quality. Here are some of the equipment and technologies we use:

a. Automatic Roasting Machine:

We use automatic coffee roasting machines equipped with precise temperature and timing controls. This ensures consistent roasting processes, which contribute to the unique taste and aroma of our coffee.

b. Calibrated Grinding Equipment:

Coffee bean grinding into powder is done using precision-calibrated grinding equipment. We regularly monitor and maintain this equipment to ensure consistent grinding sizes.

By using this equipment and technology, we ensure that every step in our powdered coffee production process is carried out with precision and consistency, delivering high-quality products to our customers." (Interview with production department employee)

"We have several ambitious plans to develop our powdered coffee business in the future. Some strategic steps we will take include:

a. Product Expansion:

We plan to continue innovating to create new exciting coffee flavor variants to expand our product portfolio. This involves exploring more unique flavors and adapting to current coffee market trends.

b. Developing Partnerships with Local Farmers:

We will strengthen partnerships with local coffee farmers to support sustainable farming. This not only enhances the quality of the coffee beans we acquire but also has a positive impact on the local community.

c. Digital Marketing and Online Market Penetration:

We will enhance our online presence with more aggressive digital marketing strategies. This involves social media marketing campaigns, collaborations with influencers, and developing e-commerce platforms to boost online sales.

d. Subscription Service Development:

We plan to launch a coffee subscription service program that allows customers to receive our products regularly at more affordable prices. This can increase customer loyalty and provide income stability.

e. Expansion into New Markets:

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Recognizing opportunities in new geographic markets, we will evaluate and plan business expansion into promising regions. This may involve exploring international markets or regional expansion.

f. Sustainable Product Development:

We will continue to focus on sustainable product development, including environmentally friendly packaging and overall sustainable business approaches. This includes improvements in the supply chain and more sustainable production processes.

g. Production Capacity Enhancement:

We will review and enhance our production capacity to meet increasing demand. This involves improving production efficiency, investing in new equipment, and optimizing the supply chain.

h. Continuous Research and Development:

We will continue research and development to stay at the forefront of innovation in the coffee industry. Improvements in products and new technologies will be our main focus in our efforts to maintain competitiveness.

By taking these steps, we believe that we can further develop our powdered coffee business to a higher level, meet customer expectations, and remain relevant in the ever-changing market." (Interview with production department employee)

CONCLUSION

Here is the conclusion of the business development analysis of Kopi Cap Jempol in the Natar District:

1. Promising Market Potential

Based on the analysis, there is promising market potential in the Natar District. The demand for high-quality coffee is increasing, and Kopi Cap Jempol can capitalize on this opportunity to expand its market share in the area.

2. Product Excellence

Product advantages such as high-quality coffee beans, meticulous production processes, flavor innovation, and commitment to sustainability need to be effectively communicated to consumers. Strengthening branding and appropriate promotion can help increase consumer awareness of the positive values held by Kopi Cap Jempol.

3. Collaboration with Local Farmers

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Given the importance of coffee raw materials, Kopi Cap Jempol can strengthen cooperation with local coffee farmers in the Natar District. This not only supports the sustainability of the business but also has a positive impact on the local economy.

4. Emphasis on Business Ethics

Business ethics applied by Kopi Cap Jempol, such as support for local farmers and fair business practices, can be a significant added value. Local communities tend to prefer products that contribute positively to the community, so emphasis on business ethics can be a differentiating factor.

5. Product Variant Development

Considering the consumer trend towards seeking variation and innovation in coffee products, developing attractive flavor variants or packaging can be a business development strategy. This can increase product appeal and enhance consumer loyalty.

6. Efficient Stock Management and Distribution

To meet increasing demand, it is important to manage stocks efficiently and ensure smooth product distribution. Consistent product availability can increase consumer confidence and strengthen Kopi Cap Jempol's market position.

7. Collaboration with Government and Community

Kopi Cap Jempol can collaborate with local government and community stakeholders to support business development. This includes participation in local events, promotional programs, or activities that can strengthen engagement with the local community.

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