A Story of a Cup of Coffee
Review of Google Local Guide Review

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ABSTRACT

This study aims to seek the lack of insight Google Local Guide into what constitutes a positive presence for the Caravella cafe through its reviewer. The data collected is in the form of opinions and reviews from consumers who have visited the Caravella café. The data collected were comments from 120 reviewers processed with NVivo version 10 for Windows to get the word queries. From these findings, there are two main components of its cafe, namely the general impression in the form of a distinctive café atmosphere image and a special impression in the form of providing products and services. In general, the impression of atmosphere or ambience and then consumers get more satisfaction with the core products of the restaurant, namely food, beverages, and service. The success of café business to get best rating reviews through two aspects, they are strong concept in atmosphere ambience and menu determination.

Keywords: Customer behaviour, Google review, cafe, impression, word query.

1. INTRODUCTION

Food related business is blooming fast as a effect of the switching consumer way of life [1]. One form of the food service industry is a restaurant. There are several types of restaurants, one of which is a cafe. Now a day, Café is not just a place to buy coffee drinks and snacks. Café has become a lifestyle to support social activities and life style for the community. The existence of cafes has also become a business phenomenon in various places in the world. Interest in gastronomic tourism has been steadily increasing in the recent years [2]. Coffee beans demand is reach a record hit in 2016 globally because people drinking more of it around the world. More ever its predicted to grow more than 1.2% from October 2016. People in USA consume predicted grow up to 1.5% in 2016 alone as reported by Bloomberg. The condition are the same in China, Japan, and India when the popularity reached a peak and predicted will push demand of coffee bean locally more than ever [3]. The constantly increasing world demand for coffee shows that cafes with the main product are coffee have become a global trend. Even though there are ups and downs in the café business growth but in the long run the trend of coffee demand shows that in the long run the café will still exist. In addition, humans as social beings increasingly need a place to channel their social needs.

Although it has different effects for each individual, drinking coffee has also been shown to provide a mood booster effect [4]. On the other hand, there are forms of socialization such as gathering with friends, trying new menus, drinking coffee and tea, and self-expression can reduce stress [5] so it will be increasingly making cafes a necessity and a trend. Menu creation and option maintains its dominant and most influential position in restaurant business firms, because it is the essence of food and beverage industries [6]. Kineses et.al investigated, while in transit, people will buy for food and beverage increasingly and continuously. Thus it will create prominent share of people arriving in Hungary for their expenses and visitor usually spending more for fuel and food at restaurants [7].

However, the challenge for its business is far from easy. Due to increasingly fierce competition and

unpredictable understanding of consumer tastes, the most appropriate strategy is continuously sought. This study seeks to find a common thread for the success of a café in Godollo district, Hungary. One of the success story cafes is Caravella cafe. Caravella claims to be a café which provide craft coffee, freshly prepared homemade cakes, and delicious snacks from around the globe [8]. They also served English breakfast with fried eggs or scrambled eggs, crispy fried bacon, grilled sausage, tomato beans, roasted tomatoes and toast. Furthermore, for another option of snacks they have classic brownie with Belgian chocolate, pie sprinkled with forest fruit filling and brown sugar, cake with real orange, toast the almond chips on top.

This cafe has received recognition from Tripadvisor website as a recommended place with a rating of 5.0 out of 95 reviews [9]. Several parties also gave positive ratings for the Caravellla Café, one of which is the Restaurant Guru. Restaurant Guru is a wiki+metasearch for restaurants and give users with comprehensive information about a restaurant, including reviews of visitor, various menus, photos of the served menu, etc. They fulfilled rankings by popular agencies (Foursquare, Facebook, Michelin, Zagat, Zomato, Google, Frommer's, Yelp,) to assist people select the proper restaurant in their city and while in the vacancy journey.

One of the reviews platforms that is currently popular and almost always available is a review from the Google Local Guide. Google Local Guides is a world community of traveller and or explorer who write and give reviews, provide photos, giving answer for questions, inform by adding or editing places, and check reality of places on Google Maps [10]. Millions of people depend on its contributions from Google review created by Google Local Guide to decide where to go and what to do. They provide an assessment of a business location they have visited. On this occasion the researcher tried to display a review of the review conducted by the Google Local Guide on the location of the Caravella café. From the analysis carried out, it will be known what concerns the reviewers for the café. Furthermore, this article may help managers align the strategy of the business and become a direction for determining strategies for other café business actors.

2. LITERATURE REVIEW

Generally, the main objective of review researches is to analyse what has previously been done in the realm [11]. In a globalized sphere, when the wide availability of food far from scarce, variety and abundance are no longer fancy terms with regard to gastronomy. Instead new oncoming have emerged such as innovation or experience [12]. Early reports described In the same view that restaurants as fundamentally providing food in the sense of intact nutrition, discussion, cultural curiosity and pleasure sensory, from other historical records, it can be seen that the market economy is also an effective driver for the emergence of restaurants as an effective way of distributing wealth, not merely business competition and wealth maximization [13].

Apart from economic elements, awareness of present-day trends is also obligatory to maintain and expand a customer base [14]. These Narrowing unwanted psychological service costs at any stage by abolishing or redesigning uncomfortable or unpleasant procedures, training the customers about what to await, and retraining worker to be more helpful and more friendly [15]. Establishing viable services involves a business model that enables the costs of producing and sending the services, plus profit margins, to be rejuvenated through a realistic in pricing and some revenue management strategy [15].

People who stay in small city associated with attractive activities usually have businesses related to tourism i.e. cafes, restaurants, diving business bars, guesthouses, and operating tour agencies [16]. Students continue their campus activities whether the web application facilities are available or not; from this, it can be explained that students do their assignments in cafes or places with Wi-Fi since the internet is only a supporting facility [17]. Starbucks has kept experimenting with innovative services that its customers may want to use while enjoying their coffee [15]. When developing a product related to service oriented, the benefit package in the service offering must have a customer orientation perspective. Its kind of developing business which have customer oriented perspective such as restaurants and hotels, etc.

Individuals purchase things to fulfill different requirements consistently and settle on buy choices which influence themselves, yet in addition their friends or families, organizations which they purchase from is the most important consideration [18]. Thus, the product should embraces all aspects of service performance that create value and responds to customer's basic needs [19]. In the same way, Maslow believed that it was likely for everyone to find out their nature desire and by carrying it out, people would more healthy and happier in their lives [20].

The Internet as virtual environments, which were created by several individuals and used massively afterward, are notably subject which has flexibility in interpretation [21]. The idea that consumers can generate value for firms and engage in more diverse actions than traditional market repertoires admitted by internet [21]. Furthermore, by managing multiple services and products, business entity can create, display, and shape the experiences of the market brand [22]. Customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations [22].

In the context of restaurant's planning and operating menus, requires taking into account of external factors such as customers, competitors, and vendors that possess great possibility to create uncertainty, variety, and volatility in the prompt business environment of the restaurant. [6]. Satisfied customers will make repeat their purchases and sound to others about their satisfying experiences as they bought the product. More ever, the success key is to correspond customer's expectations with the performance of the company [22]. The critical point conditions associated with a menu illustrate the importance of the menu to restaurant activities and customer experience [6].

Customer in today's era usually will evaluate the business organizations from many points of aspect, not only in term of service and product supplied [23]. Their decision to carry out purchasing activities is also driven by company activities that appear on various online platforms [24]. Customer reflect many things before the decision of purchase has been made such as reading the ads, browsing articles, share and find experiences with other fellows. Furthermore, all the data collected will create an image before they purchase some product or service [23]. The creation of a unique and positive experience in the hospitality business sector encourages the resilience of the business especially with the aim of building a large and loyal customer base [14]. Experience can be boosted by physical evidence related to the looks and exterior of the café's physical surroundings and seen by customers at service activities delivery sites [15]. Therefore, physical evidence must be managed by service firms, so it can have a reflective influence on customers' impressions and it conveys outside image of the delivering service package [19].

In term of the scenery, beautiful appearance, good food excellent service, facilities fulfilment, and other tourism related requirements is needed [25]. Furthermore, physical evidence as clear evidence of the company's service quality affects customer recognitions of service providers and the intentions behavioural of the customer also includes appearance of building, landscape, interior furnishing, IT based infrastructure, equipment, the uniforms of staff members, promotions materials, and other visible prompts [19]. The presentation in various dishes with colourful motifs also has an influence on the impression of visitors [26]. With the availability and increasing popularity of online opinion platforms, web-based reviews are now a growing market occurrence that play an notable role in the decision-making process for consumer [27].

3. MATERIAL AND METHOD

This study collected reviews from Google Local Guides for the past year since October 27, 2020. The data collected is in the form of opinions and reviews from consumers who have visited the Caravella café and used the Google Review application to convey their opinions and impressions of its business. We do not personally know the cafe owner at all nor conducted any interviews; there is no conflict of interest because we only analyse reviews provided by Google Local Guide. The data collected were comments from 120 reviewers. Currently, the Caravella rating is 4.9 stars. This means that the majority of reviewers gave an average rating of 5 and 4 stars since the review comments were opened. Most of the reviews given are in Hungarian / Magyar. Thus, we translate this review in English with the Google Translate add on facility in the Google Chrome browser. From the comments given over the past year, we recorded and analysed the most frequent word impressions using the NVivo version 10 application for Windows. We perform word filtering in two steps to find word frequency queries. In the first stage, we selected 20 words that occur frequently to determine a cafe's general judgment assumptions. In the second stage we performed an even smaller filter to find out the most extreme visitor satisfaction impression ratings on Caravella. After knowing the impressions that often appear, then interpretation is taken.

4. RESULTS AND DISCUSION

We analysed reviews from Google Local Guides in two stages. In the first stage, we filtered the 20 most frequently generated words from Caravella. 20 words we take are a common impression of a business. The results of this screening can be seen in Table 1 below.

Table 1. Phase 1 Word Query

Rank	Word	Character Length	Count	Weighted Percentage (%)
1	atmosphere	10	10	0,71
2	environment	11	5	0,36
3	everything	10	5	0,36
4	conversation	12	3	0,21
5	definitely	10	3	0,21
6	beautifully	11	2	0,14
7	chocolates	10	2	0,14
8	confectionery	13	2	0,14
9	delicacies	10	2	0,14
10	disappointed	12	2	0,14
11	incredibly	10	2	0,14
12	interesting	11	2	0,14
13	recommended	11	2	0,14
14	unconscious	11	2	0,14
15	affordable	10	1	0,07
16	alternative	11	1	0,07
17	artificial	10	1	0,07
18	breathtakingly	14	1	0,07
19	childbearing	12	1	0,07
20	conversations	13	1	0,07

Source: own processed data, 2020

The interesting thing from these findings is that the ambience of the café environment becomes an impression that is considered important by visitors. There are only three things related to food or menu associations, namely "chocolates", "confectionery" and "delicacies". This proves that some of the literature reviews above show that a café is not just a place to eat and drink. More clearly, the picture can be seen in the word cloud image below.
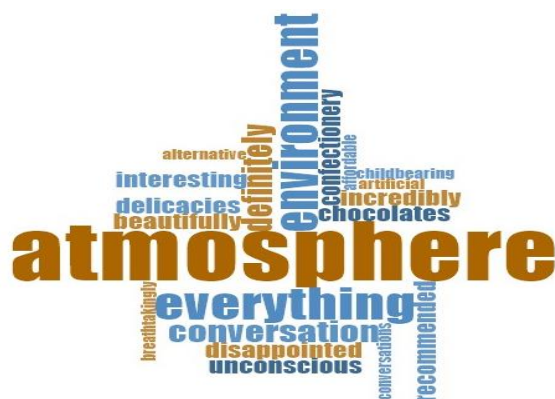

Figure 1. Phase 1 word cloud
Source: own processed data, 2020

From the word cloud image, it is even clearer that the "atmosphere" and "environment" dominate the impression that visitors get. The responses shown in Figure 1 above have a tendency toward intangible

aspect rather than main tangible aspect in terms of food industry. Modern marketing strategy tend to affect consumer behaviour, perception and attitude [28]. Furthermore, we analysed the consumer's words on an even narrower scale. There is no need to specify a word count. In principle, the second stage of word filtering is less than the first stage. This is in line with Maslow's theory that at certain phases humans have different levels of need from self-fulfilment need to basic need [29]. We made a word query of the 7 most impression words from the Google Local Guide. The results of these calculations can be seen in the table 2 below.

Table 2. Phase 2 Word Query

Rank	Word	Character Length	Word Count	Weighted Percentage (%)
1	delicious	9	51	3,64
2	cookies	7	35	2,50
3	service	7	32	2,29
4	friendly	8	22	1,57
5	homemade	8	16	1,14
6	atmosphere	10	10	0,71
7	breakfast	9	9	0,64

Source: own processed data, 2020

Figure 2. Phase 2 word cloud
Source: own processed data, 2020

From the table above, it can be seen that the impression of the association on food is the core of the café's existence, represented by the words delicious, cookies, homemade and breakfast. Meanwhile, the words "service", "friendly" and "atmosphere" are the mandatory complements for a café business. To understand more clearly this phenomenon can be seen in the word cloud image above.

From the picture above, it is clear that everything associated with food is the most dominant thing. The findings of two types of phenomena on Caravella café above can be said to be two main things in a café business, namely general impression and a special impression. The general impression represented by more words querying and a special impression represented by fewer word querying filters. These two things cannot be separated from the success of Caravella Café in getting positive reviews from consumers.

The two groups of filtering words that create a positive five starts impression are illustrated in the Impression tunnel diagram below. Quality directly affects item or service. It generally conveys the significance of independence from imperfections of the item or services which are offered thus be able to produce consumer loyalty [30]. Impression tunnel is the experiences that customers have had, starting from general impressions to more specific impressions so that they get an integral impression of a service.
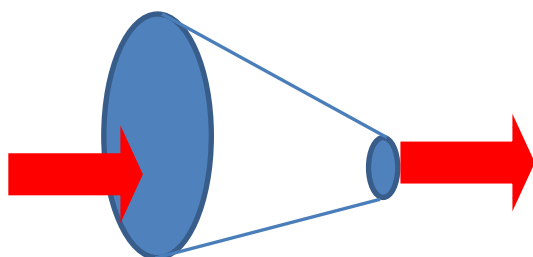

Figure 3. Customer from general to basic need impression tunnel diagram
Source: own interpretation, 2020

In the diagram, it is assumed that Caravella high rating given to is a general impression of ambience and atmosphere also a special impression of positive products and services. If both of these impressions can be fulfilled by the business provider, and be passed by the customer it is likely that the customer will give a high stars rating.

5. CONCLUSION

This study found the lack of insight into what constitutes a positive presence for the Caravella cafe through the participation of the Google local Guide. From these findings, it can be seen that the success of Caravella café got a high stars rating because of two main components, namely the general impression in the form of a distinctive café atmosphere image also a special impression in the form of providing products and services that are considered delicious and satisfying. In general, the impression of atmosphere or ambience is what consumers perceive and then consumers get more satisfaction with the core products of the restaurant, namely food, beverages, and service. It can be said that the success of café business through two holes of impression tunnel which are the strong concept in atmosphere ambience and menu determination.

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