Customer Relationship Management Strategies in Developing the Brand Image of Secondfloor Coffee Bintaro

Fidya Okctafiani Putri[1], Tria Patrianti[2]

[1] Universitas Muhammadiyah Jakarta, Indonesia; foktafianip@gmail.com
[2] Universitas Muhammadiyah Jakarta, Indonesia; tria.patrianti@umj.ac.id

ARTICLE INFO	**ABSTRACT**
	In an era of increasingly competitive culinary business, the role of communication strategy and customer relations is crucial in shaping a strong and memorable brand image. This research aims to determine the customer relations strategy implemented by Secondfloor Coffee Bintaro in building and strengthening its brand image. This study uses a descriptive qualitative methodology with data collection techniques in the form of in-depth interviews, participatory observation, and documentation. The informants in this study consisted of management, supervisors, staff, and competitors for triangulation purposes. The study employs Customer Relations Management theory, which includes three main indicators: customer profile identification, communication, and complaint handling. For brand image, it refers to theory that encompasses brand strength, brand uniqueness, and brand appeal. The results show that Secondfloor Coffee Bintaro has implemented a customer relations strategy through a personal approach, responsive service, and active two-way communication both directly and via social media. This strategy has successfully created positive customer experiences and built trust, loyalty, and a strong brand image in the minds of consumers, particularly among young people. Nonetheless, some challenges remain, such as the perception of high prices and limitations in supporting facilities that need to be addressed. This research concludes that an effective customer relations strategy can significantly support the strengthening of a cafe's brand image amidst food and beverage industry competition. The implications of this research are expected to serve as a strategic reference for culinary business players in enhancing customer relations and building a positive and sustainable brand image.

Corresponding Author:
Fidya Okctafiani Putri
Universitas Muhammadiyah Jakarta, Indonesia; foktafianip@gmail.com

1. INTRODUCTION

Coffee has become an integral part of Indonesian culture and economy. As one of the world's largest coffee producers, Indonesia not only exports coffee to various countries, but also experiences a significant increase in domestic consumption. Understanding coffee consumption data in Indonesia is crucial to identifying trends, challenges, and opportunities in this industry. The following is statistical analysis data according to data box.
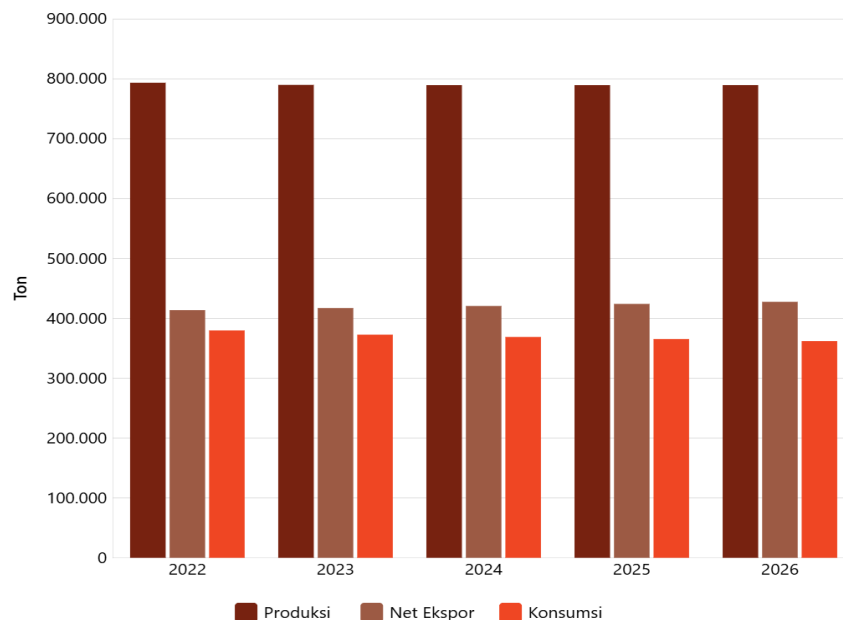

Figure 1. Overview of Indonesian Coffee Production, Exports, and Consumption until 2026
(source: https://databoks.katadata.co.id/)

Data from the Ministry of Agriculture (Kementan) processed by the Indonesian Chamber of Commerce and Industry (Kadin) shows that Indonesia has a roadmap for coffee production, exports, and consumption until 2026. Specifically, coffee production reached 793,190 tons in 2022, while net exports were 413,530 tons. Consumption is projected at 379,655,000 tons. Production is projected to decline 0.45% to 789,600 tons in 2023. Net exports will increase 0.84% to 417,000 tons, while consumption will decrease 1.86% to 372,600 tons in the same year. The graph shows that production is projected to stagnate at around 789,000 tons throughout 2024-2026. However, net exports are predicted to continue increasing, from 420,000 to 427,000 tons in 2024 to 2026. Meanwhile, consumption is predicted to continue declining, from around 368,000 tons in 2024 to 361,000 tons in 2026.

This data serves as a roadmap for coffee industry development. The goal is to identify domestic consumption and export needs, allowing for production needs to be determined based on available land, with options for extensification, intensification, or both. Although projections fluctuate, the Indonesian Chamber of Commerce and Industry (Kadin) stated that Indonesia still has significant opportunities for developing its coffee processing industry, given its rich natural resources as potential raw materials and its large market. Therefore, strategic efforts such as downstream processing are needed to increase the added value of Indonesian coffee products. Going forward, the government will encourage domestic coffee processing. According to the Ministry of Industry, the downstream processing plan for coffee products is being prepared, recognizing the promising prospects.
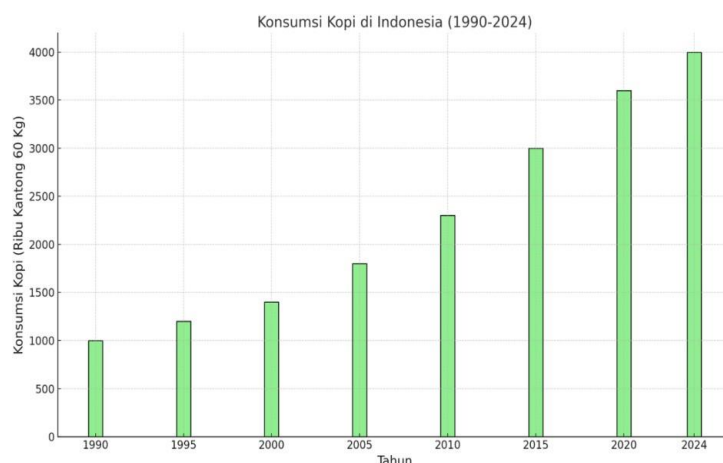
Figure 1.2 Consumption in Indonesia (source: https://santinocoffee.co.id/)

for coffee and its derivative products. The government is preparing facilities for the downstream processing of coffee commodities. If this can be achieved, the coffee downstreaming program will bring positive results, attracting more investors to Indonesia. Meanwhile, the Ministry of Agriculture continues to encourage and facilitate the formation of sustainable marketing partnerships, particularly in absorbing plantation products from farmers by business actors or offtakers.

2. METHODS

The research method used in this study is Qualitative Descriptive. According to (Sugiyono, 2022), qualitative research methods are approaches used to study objects in their natural state and are different from experiments. Where the researcher acts as the main instrument. Data collection techniques are carried out using Triangulation (Combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2022). Therefore, it can be concluded again, that qualitative research methods are methods based on postpositivism or interpretative understanding. This method is used to explore natural objects, with the researcher having a key role and data collection is carried out using Triangulation, namely Observation, Interviews, Documentation (Sugiyono, 2022).

3. FINDINGS AND DISCUSSION

3.1. Overview of Secondfloor Coffee

Secondfloor Coffee is an Indonesian coffee shop known for its innovative approach to serving fruit-based coffee without added sugar or syrup. It was founded in 2018 by Adi Suhendra, a former telecommunications professional who decided to pursue his passion for coffee. Adi's journey to founding Secondfloor Coffee began in a small room on the second floor of his home in the Kesiman area of Sanur, Bali. The name "Secondfloor" itself is derived from the shop's original location on the second floor. From this humble beginning, he began experimenting and developing unique coffee recipes that distinguished him from those available on the market.

Adi spent five years conducting in-depth research and exploration of coffee, from cherry picking to green bean processing to roasting techniques. His goal was to create a coffee that could be enjoyed by everyone, including those unfamiliar with or averse to the bitter taste of coffee. From this research, he developed an innovative coffee blend that combines quality local coffee beans with a variety of native Indonesian fruits and spices. With this method, Secondfloor successfully serves coffee with a naturally sweet flavor without added sugar or artificial syrups, making it a healthier and more accessible option for a wide range of customers.

Secondfloor Coffee's presence in Bali has been very positive, especially during the pandemic when the "Work from Bali" trend was on the rise. Many customers then hoped that Secondfloor would open

branches in major cities, especially Jakarta. Responding to this demand, in December 2022, Secondfloor officially opened its first branch outside of Bali, in the Bumi Serpong Damai (BSD) area of South Tangerang. This expansion continued with the opening of new outlets in Menteng (Jl. Cikajang), Dharmawangsa, and Bintaro. In Bali itself, Secondfloor also expanded its reach by opening a flagship outlet in the Kintamani area in collaboration with PAHDI (Kintamani Coffee Farmers Association), as a form of support for local coffee farmers.

Secondfloor Coffee's signature menu is divided into two main categories: Cold Brew and Signature Coffee. Some of the favorite drinks include "Adam," a cold brew with a subtle rose aroma, and "Black Guava," an espresso blended with the fresh flavor of guava. All drinks are served aesthetically, using glass bottles and special ice to maintain a consistent flavor from start to finish. In addition to coffee, Secondfloor also serves Indonesian specialties with a modern twist, such as Chef Vindex Tengker's Nasi Uduk, a favorite among customers.

Beyond focusing on the quality of taste and presentation, Secondfloor Coffee also upholds local cultural and artistic values. One demonstration of their commitment is their collaboration with the Zen1 Gallery in Bali, where they provide an art and exhibition space for visitors to enjoy on the upper floor of the shop. This concept creates a coffee experience that is not only delicious but also leaves a profound artistic impression on visitors.

With a combination of innovative flavors, attractive presentation designs, and support for local culture, Secondfloor Coffee has successfully established a strong identity as a pioneer of fruit coffee in Indonesia. Its presence is not just as an ordinary coffee shop, but also as a creative space that unites taste, art, and community in one comfortable and characteristic place.

Logo secondfloor coffee

Figure 3.1 Logo secondfloor
(Source innstagram)

The Secondfloor Coffee logo features modern typography with capital letters layered to form the words "SECOND FLOOR COFFEE." This design reflects the brand's philosophy and identity, closely tied to the coffee shop's origins and concept. Secondfloor has the following meaning and philosophy: Layered Typography: The two-layered letter arrangement ("SECOND" above and "FLOOR" below) literally represents the name "Secondfloor." This is reminiscent of the coffee shop's original location, which was on the second floor of the founder's house, Adi Suhendra, in Sanur, Bali. This typographic choice emphasizes the coffee shop's roots and history.

Modern and Minimalist Style: The clean and simple letter design reflects Secondfloor Coffee's modern and innovative approach to serving coffee. The shop is known for its fruit-based coffee blends without added sugar or syrup, a new approach in the Indonesian coffee industry.

Neutral Colors: The use of neutral colors in the logo, such as black or white, creates an elegant and professional impression. These colors also allow the logo to be easily applied to various media and backgrounds, maintaining brand consistency across platforms.

Overall, the Secondfloor Coffee logo not only serves as a visual identity, but also as a representation of the journey, philosophy, and innovation brought by this coffee shop since its establishment in 2018.

Secondfloor Vision and Mission
Vision

To be a pioneer in serving innovative and authentic specialty coffee, by combining local and international flavors, and creating a comfortable space for coffee lovers and the creative community.
Mision

Serving high-quality specialty coffee that combines local coffee beans with Indonesian fruits and spices, without added sugar or syrup, to create a natural sweet taste.

1. Creating a comfortable and aesthetic coffee shop atmosphere that supports local social, artistic, and cultural activities, and serves as a gathering place for the community.
2. Innovating the coffee menu and presentation, featuring drinks such as "Adam" (rose-infused cold brew) and "Black Guava" (guava-infused espresso), served in distinctive glass bottles and using special ice to maintain flavor stability.
3. Supporting local coffee farmers through partnerships with organizations like PAHDI in Kintamani, Bali, and promoting local culture through collaborations with art galleries like Galeri Zen.

With this vision and mission, Secondfloor Coffee is committed not only to serving quality coffee, but also to becoming a part of the local community and culture, and introducing the rich flavors of Indonesian coffee to the international scene..

3.2. Research Results: Customer Relations and Brand Image
1. Customer Relations Management (CRM)

Based on interviews and observations, Secondfloor Coffee Bintaro implements an effective CRM strategy with three main pillars:

• Customer Profile Identification:
  o Strategy: Informal data collection through direct interactions and staff observations.
  o Segmentation: Customers are predominantly young (18-35 years old) who seek an aesthetic atmosphere, fast Wi-Fi, and a comfortable place to work/hang out.
  o Follow-up: Data is used to adjust the menu, promotions, and cafe atmosphere (e.g., quiet music during working hours).

• Communication:
  o Strategy: Warm and personal two-way communication, both offline (in person at the cafe) and online (especially Instagram).
  o Transparency: Very open to customer feedback and complaints.
  o SOP: Has Standard Operating Procedures (SOPs) and communication training to ensure staff are friendly, polite, and empathetic.

• Complaint Handling:
  o System: Has clear SOPs for handling complaints quickly (response target <5 minutes for in-person complaints, <24 hours for online complaints).
  o Flow: Staff → Supervisor → Management (if needed). Focus on immediate solutions (such as drink replacements) and sincere apologies.
  o Evaluation: Complaints are recorded and regularly evaluated for continuous improvement.

2. Brand Image
  o The CRM strategy above has successfully established a strong brand image for Secondfloor Coffee, as evidenced by the following four indicators:

• Strength:
  o Easily remembered thanks to its cozy atmosphere, aesthetic interior design, and unique signature menu.
  o Staff play an active role in creating memorable experiences through friendliness and a personal approach.
  o Branding consistency across all aspects, from visuals to communications.

- Uniqueness:
  - The key characteristic lies in the combination of a homey atmosphere, friendly, personal service, and an innovative fruity coffee menu.
  - Uniqueness is built through an emotional connection that is difficult for competitors to replicate, where customers feel like they are "friends" or "at home."
- Positive Impression (Favorable):
  - A positive impression is built through friendly service, responsiveness to criticism, and consistent quality.
  - This strategy successfully builds customer trust and loyalty, who then recommend the cafe to others (word-of-mouth).
- Brand Association:
  - Customers have a strong emotional bond, associating Secondfloor Coffee with the concept of a "second home"—a comfortable place to relax, work, and interact personally.
  - Discussion: Comparison with Competitors and Theory
- Secondfloor Coffee vs. Competitors (Common Ground):
  - Secondfloor excels in building warmth and emotional closeness through a personal and informal approach.
  - Competitors tend to focus more on professionalism, premium coffee quality, and structured systems.
- Alignment with Theory:
  - Secondfloor's strategy aligns with CRM theory (Iradawaty, 2024), which emphasizes two-way communication and responsive complaint handling.
  - Its success in building a brand image is also in accordance with Kotler & Keller's theory, where every interaction (touchpoint) with customers contributes directly to forming brand perception and loyalty..

Overall, the Customer Relations strategy, which focuses on a personal approach, empathetic communication, and solution-oriented complaint handling, has proven highly effective in building and strengthening Secondfloor Coffee Bintaro's brand image. Its main strength lies in its ability to create emotional connections and a "home-like" experience that makes customers feel valued, thus building loyalty and a positive and sustainable brand image.

4. CONCLUSION

Based on research and discussions on Customer Relations strategies in developing the brand image of Secondfloor Coffee Bintaro, this is achieved through a warm interpersonal approach, such as welcoming customers in a friendly manner, establishing two-way communication, demonstrating empathy, and responding quickly to customer needs and complaints. The implementation of Customer Relations Management at Secondfloor Coffee is semi-formal, with customer identification conducted through direct observation, daily interactions, and utilizing data from the POS system. Although not yet fully digitally integrated, this approach is quite effective in identifying customer profiles and tailoring services to their needs. The communication strategy employed involves delivering clear information, responding to customer feedback, and actively interacting through social media. Emotional closeness with customers is strengthened by personalized service and a comfortable and aesthetically pleasing cafe atmosphere.

Customer complaints are handled quickly, politely, and with solutions. Staff are trained to demonstrate empathy and provide the best solutions in complaint situations. This attitude reinforces the positive perception of the Secondfloor Coffee brand. The impact on brand image is significant. The implemented Customer Relations strategy has resulted in a strong brand image in various aspects. This is evident in customer loyalty, high engagement on social media, and organic word of mouth (WOM). Challenges faced by Secondfloor Coffee include the perception of relatively high prices, unstable Wi-

Fi, and inconsistent service during peak hours. Despite this, the brand has managed to maintain a positive reputation through a strong relationship approach and effective communication strategy.

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