

# Service Design Implementation at Kopi Nako BSD Based on Comparisons with Kopi Kenangan and Fore Coffee

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| ARTICLE INFO                                                                                                                                                                                                                                          |  | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
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| <p><b>Keywords:</b><br/>Coffee Shop Industry;<br/>Customer Experience;<br/>Operations Management;<br/>Service Design.</p> <p><b>Kata Kunci:</b><br/>Industri Kedai Kopi;<br/>Pengalaman Pelanggan;<br/>Manajemen Operasional;<br/>Desain Layanan.</p> |  | <p><i>Service design becomes an important aspect of operations management because it shapes how services are structured, delivered, and experienced by customers. This study aims to understand the implementation of service design at Kopi Nako BSD by comparing its service system with Kopi Kenangan and Fore Coffee. The research adopts a qualitative comparative approach based on direct observation of service activities, focusing on key elements of service design including service concept, service package, service blueprint, and service time. The findings show that Kopi Nako BSD emphasizes a relaxed dine-in experience through a QR code ordering system, while Kopi Kenangan prioritizes fast grab-and-go service and Fore Coffee integrates digital ordering technology through a mobile application. The comparison indicates that different service design strategies influence operational efficiency and customer experience. Overall, the study provides insights into how coffee shops design their service systems to balance operational performance and customer satisfaction in a competitive industry..</i></p>                                                                                                                                                                   |  |
| <p>Corresponding author:<br/>Nurhayati.<br/>nurhayati@prasetiyamulya.ac.id</p> <p>Copyright © 2026 by<br/>Authors, Published by<br/>PARADEIGMA.<br/>This is an open access article<br/>under the CC BY-SA License</p>                                 |  | <p><b>SARI PATI</b></p> <p>Desain layanan menjadi aspek penting dalam manajemen operasi karena menentukan bagaimana layanan disusun, diberikan, dan dirasakan oleh pelanggan. Penelitian ini bertujuan untuk memahami implementasi desain layanan di Kopi Nako BSD dengan membandingkan sistem layanannya dengan Kopi Kenangan dan Fore Coffee. Penelitian ini menggunakan pendekatan komparatif kualitatif berdasarkan observasi langsung terhadap aktivitas layanan, dengan fokus pada elemen-elemen utama desain layanan yang mencakup konsep layanan, paket layanan, cetak biru layanan (service blueprint), dan waktu layanan. Temuan menunjukkan bahwa Kopi Nako BSD menekankan pengalaman menikmati di tempat (dine-in) yang santai melalui sistem pemesanan kode QR, sementara Kopi Kenangan memprioritaskan layanan cepat bawa pulang (grab-and-go), dan Fore Coffee mengintegrasikan teknologi pemesanan digital melalui aplikasi seluler. Perbandingan tersebut menunjukkan bahwa strategi desain layanan yang berbeda memengaruhi efisiensi operasional dan pengalaman pelanggan. Secara keseluruhan, penelitian ini memberikan wawasan tentang bagaimana kedai kopi merancang sistem layanan mereka untuk menyeimbangkan kinerja operasional dan kepuasan pelanggan dalam industri yang kompetitif.</p> |  |

## INTRODUCTION

The rapid growth of the coffee shop industry in Indonesia reflects significant changes in urban lifestyle and consumer behavior. In recent years, coffee shops have evolved from simple beverage outlets into multifunctional spaces where people socialize, work, and conduct informal meetings. This transformation has intensified competition among coffee shop businesses, encouraging operators to develop not only high-quality products but also well-designed service systems that can enhance the overall customer experience. Previous studies highlight that factors such as service quality, store atmosphere, and product value play an important role in influencing customer satisfaction and loyalty within the coffee shop industry. Businesses that can effectively manage these service elements tend to build stronger relationships with customers and improve their competitiveness in the market (Sabilla & Kurniawati, 2023).

Within this competitive environment, service design becomes a critical aspect of operations management because it determines how a service is structured, delivered, and experienced by customers. Service design focuses on organizing various elements of the service process, including service concept, service package, and operational workflow, to ensure that the service experience is efficient and consistent. Research on coffee shop management in Indonesia shows that service quality and the service process significantly influence customer satisfaction, which in turn affects repeat visits and long-term customer loyalty (Dahlan et al., 2023). Therefore, understanding how service systems are implemented in real operational settings is essential for evaluating the effectiveness of a coffee shop's service strategy.

Kopi Nako BSD is one of the coffee shops that has attracted attention due to its distinctive service approach, particularly through its digital ordering system and casual dining atmosphere. However, the effectiveness of its service design cannot be fully understood without comparing it with other coffee shop service models that emphasize different operational strategies. For instance, Kopi Kenangan focuses on fast and efficient grab-and-go services, while Fore Coffee integrates digital technology and mobile applications into its service process. These differences provide an opportunity to analyze how various service design approaches shape operational efficiency and customer experience in the coffee shop industry. Based on this background, this study aims to understand the implementation of service design at Kopi Nako BSD by comparing its service system with those of Kopi Kenangan and Fore Coffee. The analysis focuses on several key aspects of service design, including service concept, service package, service blueprint, and service time. By examining these elements, the study seeks to provide a clearer understanding of how service design practices influence operational performance and customer experience in contemporary coffee shop businesses.

## RESEARCH METHODS

This study applies a qualitative research approach using a comparative case study design to understand how service design is implemented at Kopi Nako BSD while using Kopi Kenangan and Fore Coffee as comparative references. A qualitative approach is considered appropriate because it allows researchers to explore service processes, operational practices, and customer experiences in real service environments rather than relying solely on numerical measurement. Data were primarily collected through direct observation of service activities at the three coffee shops, focusing on several key aspects of service design such as service concept, service package, service blueprint, and service time. Observations were conducted by recording the duration of the service process from the moment a customer places an order until the beverage is received, using a stopwatch to estimate service efficiency. The collected observations were then analyzed descriptively to identify patterns and differences in service design implementation across the three coffee shops. This method allows the researcher to interpret how operational systems shape customer experience and service performance in real contexts. Qualitative research emphasizes the interpretation of social phenomena through contextual understanding, allowing researchers to reflect on the relationship between observed practices and operational strategies in service organizations. As discussed in qualitative research methodology, the researcher's role involves interpreting field observations carefully while maintaining reflexivity during data collection and analysis (Komalasari et al., 2023).

## RESULTS AND DISCUSSION

The findings of this study highlight how service design is implemented at Kopi Nako BSD and how its operational characteristics can be better understood through comparison with Kopi Kenangan and Fore Coffee. Based on direct observation, the three coffee shops demonstrate different approaches in organizing their service systems, which influence both customer experience and service efficiency. In the context of Kopi Nako BSD, the service design emphasizes a relaxed and comfortable customer experience where visitors can sit first and then place orders using a QR code available at the table. This approach reflects a service concept that prioritizes convenience and social interaction within the physical space of the coffee shop. Customers do not need to queue at the counter, which allows them to immediately engage with the environment of the café. In contrast, Kopi Kenangan adopts a grab-and-go service model where customers typically place orders directly at the cashier or through a digital ordering system. This system is designed to support fast transactions and high customer turnover, reflecting a service concept that focuses more on speed and operational efficiency. Meanwhile, Fore Coffee combines elements of digital technology and physical service through a hybrid ordering system where customers may place orders through a mobile application or directly at the counter before collecting their drinks.

The differences in service design among the three coffee shops can be observed through several operational elements, including the service concept, service package, service blueprint, and service time. These aspects collectively shape how the service process is experienced by customers and how efficiently the service system operates in practice. The observations show that Kopi Nako BSD offers a service package that includes a comfortable seating area, a modern café atmosphere, and a digital ordering system using QR code and QRIS payment. In contrast, Kopi Kenangan focuses primarily on beverage products and fast service transactions, with limited seating areas because the main objective is to serve customers who purchase drinks to take away. Fore Coffee provides a slightly different experience by integrating mobile application technology with its service process, allowing customers to place orders before arriving at the outlet and reducing waiting time at the store.

A comparison of several key operational characteristics observed in the three coffee shops can be summarized in the following table.

| Coffee Shop   | Ordering System                | Service Concept            | Average Service Time |
|---------------|--------------------------------|----------------------------|----------------------|
| Kopi Nako BSD | QR code ordering at table      | Relaxed dine-in experience | 6-8 minutes          |
| Kopi Kenangan | Direct order at cashier or app | Fast grab-and-go service   | 4-6 minutes          |
| Fore Coffee   | Mobile app or counter order    | Digital-supported service  | 5-7 minutes          |

**Table 1. Comparison of Service Design Characteristics in Kopi Nako BSD, Kopi Kenangan, and Fore Coffee**

The table illustrates that each coffee shop applies a distinct service strategy that influences operational performance. Kopi Kenangan records the shortest service time, which is likely related to its simplified service blueprint where customers immediately interact with the cashier and barista during the ordering process. This direct interaction reduces the number of steps in the service flow and allows the beverage preparation process to start quickly. On the other hand, the service process at Kopi Nako BSD involves additional steps because customers first access the menu through QR code before placing their orders digitally. While this system improves convenience and reduces physical queues, it may slightly extend the time required for order confirmation before beverage preparation begins. Fore Coffee demonstrates a moderate service time because its hybrid digital system enables both mobile ordering and direct ordering at the outlet, providing flexibility for customers while maintaining a relatively efficient service flow.

From an operations management perspective, these findings indicate that service design plays an important role in shaping both operational efficiency and customer experience within coffee shop businesses. A well-structured service blueprint can streamline the interaction between customers and service providers, reducing unnecessary waiting time and improving

service consistency. Previous studies in Indonesia also emphasize that service quality and service process design significantly influence customer satisfaction and loyalty in coffee shop businesses because they determine how customers perceive the value and efficiency of the service they receive (Silalahi & Novenson, 2024). Furthermore, research on café service management suggests that operational systems such as digital ordering and queue management can affect service speed and overall customer experience in modern coffee shop environments (Nabila et al., 2025). These findings support the idea that service design is not only about designing the customer journey but also about organizing operational processes that ensure smooth service delivery. Overall, the results suggest that the service design implemented at Kopi Nako BSD provides a comfortable and interactive café experience, although the service process may take slightly longer compared with coffee shops that prioritize speed and efficiency. By comparing its service system with Kopi Kenangan and Fore Coffee, the study provides a clearer understanding of how different service strategies influence operational performance and customer experience in the contemporary coffee shop industry.

## CONCLUSION

This study aims to understand how service design is implemented at Kopi Nako BSD by comparing its operational system with Kopi Kenangan and Fore Coffee. Based on the observation results, it can be concluded that each coffee shop applies a different service design approach that reflects its operational strategy and customer experience focus. Kopi Nako BSD emphasizes a relaxed dine-in experience through a QR code ordering system that allows customers to order directly from their tables, creating a comfortable and interactive café environment. However, this service design slightly increases the overall service time compared with competitors that prioritize faster service flows. Kopi Kenangan demonstrates the fastest service process due to its grab-and-go model that simplifies the service blueprint and reduces the number of service steps. Meanwhile, Fore Coffee integrates digital technology through mobile ordering, resulting in a balanced approach between service efficiency and customer convenience. These findings indicate that service design significantly influences operational efficiency and customer experience in coffee shop businesses. As highlighted in the manuscript, understanding these operational differences provides valuable insights into how service systems can be structured to achieve both efficiency and a positive customer experience within the modern coffee shop industry.

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