



Social Media's Influence on Productivity in Working Space Facilities Studies on Cofffe Shop in Cimahi City, Indonesia

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ABSTRACT

This study aims to determine and analyze the influence of social media on productivity in workspace facilities located in coffee shops. Employing a quantitative descriptive research method, primary data were collected through questionnaires distributed to 106 respondents who use these workspaces in Cimahi City. Data analysis was conducted using simple regression to measure the relationship between social media usage and productivity levels. The results indicate that social media has a significant positive impact on productivity within coffee shop workspaces, demonstrating a strong correlation between the two variables. These findings have important implications for both the development of knowledge in productivity management and for coffee entrepreneurs. Coffee shop owners are encouraged to leverage social media as a tool to attract customers, build community engagement, and enhance interaction, all of which can contribute to increased visitor productivity. This research also opens avenues for further studies on additional factors influencing productivity in collaborative workspaces in public venues.

Keywords: Social media, Working space, Productivity



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INTRODUCTION

The increasing use of social media has become an integral part of people's daily lives (Harjadi & Fitriani, 2024). Social media such as Facebook, Instagram, LinkedIn, and others have become important communication platforms for individuals and businesses (Harjadi, 2022; Chaniago, 2022). On the other hand, this development also has implications for the work environment, where people are increasingly connected digitally (Masruroh et al., 2024).

Coffee shops and workspaces have become popular places for individuals, especially freelancers, entrepreneurs, and professionals who seek a comfortable and inspiring work environment. In this context, it is important to understand how social media use in places such as coffee shops or similar workspaces can affect consumer productivity (Manalu & Adzimatinur, 2024; Chaniago, 2023). Factors such as the visual impact of social media, the distractions it causes, and its positive or negative impact on focus and work performance can be the main focus of this research.

In this era of globalization, business actors are required to be more creative and innovative in creating their businesses in order to compete with new competitors (Suhardi, 2021; Atthoriq et al., 2024; Rijal et al., 2023). One of the businesses that is currently in great demand and trending is in the retail sector, especially in the coffee shop sector. The coffee shop business has become a phenomenon and has become an attraction for people in Indonesian cities today. Coffee shops in Indonesia are not only owned by individual coffee entrepreneurs but also by large companies. At present, the coffee shop business is starting to develop and is in demand by business people, this can be seen from the number of coffee shops in Indonesia, including the proliferation of coffee shops in the Greater Bandung area, especially in Cimahi (Hannan, 2022).

Based on data obtained from the Directorate General of Plantations in 2017, the increase and growth of coffee shop businesses cannot be separated from the increasing number of Indonesian people who consume coffee. The results of research by the Center for Agricultural Data and Information Systems of the Directorate General of Plantations of the Republic of Indonesia in 2017 noted that it is estimated that the number of coffee lovers in Indonesia continues to increase drastically. The amount of coffee consumption in Indonesia per year from 2011 to 2017 can be seen in Figure 1 below. The figure 1 shows that the amount of domestic coffee consumption in Indonesia has increased and is expected to continue to increase in the following years. With these conditions, the opportunities for competition in coffee shop businesses in Indonesia are getting bigger.

Konsumsi	2011	2012	2013	2014	2015	2016	2017
Konsumsi Kopi Nasional (dalam 1.000 bungkus 60 kg)	3,333	3,584	4,042	4,167	4,333	4,500	4,600

Figure 1. Domestic Consumption of Coffee in Indonesia
Source: Directorate General of Plantations, 2017

Coffee shops are increasingly becoming a popular place for individuals to work, collaborate, or simply relax over a beverage. However, with the increasing penetration of social media, users are often tempted to use these platforms in this work environment (Yunengsih et al., 2023; Ramdhan & Rahmantya, 2023). The impact of social media on productivity is an interesting aspect to study. This study was conducted to gain a better understanding of the relationship between social media and productivity in work facilities, as well as provide insights to business owners and workspace managers to

improve the consumer experience and performance in this rapidly evolving work environment.

LITERATURE REVIEW

Social Media

Social media is a form of the most popular communication platform used by millions of users in various parts of the world to be able to stay connected with other users and to get various information that occurs in various places. Many companies constantly use social media as a medium for advertising their goods or services and establish relationships with target consumers on social networks such as Youtube, Twitter, Facebook, and Blogs (Puspitasari, 2023).

Social media is actually a medium for socialization and interaction, as well as attracting the attention of others to see and visit links that contain information about something. Social media has a significant impact on customers when they first buy a new product, because customers certainly need to do research on the products they are going to buy. Social media also influences the search for information in the online purchasing decision-making process by customers through social media platforms where through social media customers can get a lot of information about products, services, and brands (Halena & Yovita, 2020).

Social media acts as a dynamic and interactive platform that facilitates individuals in building networks, sharing information, and sentiments (Iskandar et al., 2023). There is a fundamental shift in the market caused by social media that allows for direct connectivity between companies and customers, creating interactions that were previously difficult to achieve (Fauziyah et al., 2023). This engagement opens up new opportunities for communication, brand building, and strengthening business-consumer relationships (Masruroh et al., 2024). Therefore, social media is not only a tool for sharing information, but also a vital foundation in creating dynamic connectivity and interaction in the modern business realm. Moreover, social media acts as a bridge that facilitates the marketing of products and services to various types of organizations and companies around the world (Fitriani, L.K., 2023).

Productivity

Productivity is an employee's mental attitude that reflects the employee's ability to do work and the results obtained based on the resources used (Andriani et al., 2023; Engel, 2017).

Factors that can affect a person's productivity are: facilities and infrastructure, collaboration and communication. Increasing productivity is often a major focus of companies in achieving their goals. This can be achieved by increasing process efficiency, developing employee skills, improving the work environment, and using the right technology. High productivity helps companies to be more competitive, generate more added value, and ensure good operational continuity.

Productivity involves optimizing the use of resources such as time, labor, technology, and work processes to achieve desired results. High levels of productivity not only create better results quantitatively, but also bring benefits in terms of quality, efficiency, and competitiveness in the business world. Increasing productivity requires intelligent management, continuous evaluation, and efforts to continuously improve work methods and processes to become more efficient and effective.

Workspace Facilities

Facilities are something important in a business, therefore existing facilities, namely the condition of the facilities, interior and exterior design, and cleanliness must be considered, especially those that are closely related to what consumers feel directly (Alana & Putro, 2020).

A workspace is a type of workplace that can synergize and share the same work environment. Working space is very flexible, in terms of space, users can choose to use an area that can collaborate with other users or users prefer to sit alone to focus more on doing their work. Working space also provides a lot of freedom to users, whether users want to use it all day or just for a while as long as their work is finished, users can be free to rest at any time and can return at any time (Kintari et al., 2020; Efawati, 2016).

Workspaces typically have facilities such as desks, chairs, internet access, meeting rooms, printing facilities, and breakout areas that can be shared. The atmosphere in a workspace tends to be collaborative, providing an opportunity for people with diverse interests, skills, and goals to work in an open and dynamic environment (Efawati et al., 2024; Efawati, 2020; Efawati et al., 2021; Munandar & Efawati, 2020). It also creates opportunities for the exchange of ideas, social engagement, and strong networking between different individuals or companies, often creating new business relationships. Workspaces provide the freedom for users to choose to work as needed without being tied to an office. With a creative and friendly atmosphere, workspaces are a popular choice for freelancers, startups, and companies looking for an inspiring and collaborative work environment.

Coffee Shop

The coffee shop business is one of the promising businesses in Indonesia, with quite significant growth. Not only limited to big cities, even in small cities, the existence of coffee shops has grown rapidly even with different standards and markets. Coffee consumption in Indonesia in the 2016-2021 period is projected to grow by around 8.22% annually. In 2021, it is predicted that the coffee supply will reach 795 thousand tons with consumption reaching 370 thousand tons, so there is an excess supply of 425 thousand tons (Statistik, 2022).

Research Framework

The study has an independent variable, namely social media as variable (X), this independent variable affects the research subject, namely productivity in the coffee shop workspace facility so that a variable (Y) is formed. The dependent variable in this study is productivity in the workspace facility.

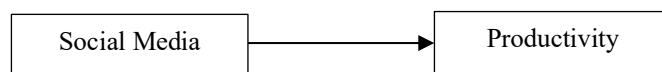


Figure 2 Research Framework

Based on the assumptions in the research framework above, the research hypothesis is as follows:

H1: There is an influence of social media on productivity in coffee shop workspace facilities.

RESEARCH METHODS

The research method used is descriptive with a quantitative approach. This study involved coffee shop visitors in Cimahi City, Indonesia as the population. Samples were taken from the population using the purposive sampling method, namely the selection of samples based on certain considerations or criteria (Chaniago et al., 2023). The total number of respondents who were sampled was 106 people. Data collection was carried out through questionnaires distributed using the Google Form platform.

In this study, the research instrument used was a questionnaire with 12 statement items consisting of two parts. The first part of the questionnaire contains questions regarding the respondent's identity and confirmation of the suitability of the respondent's qualifications to fill out the questionnaire, and the second part contains statements made based on the indicators of each variable. Before the questionnaire was used, a trial was first conducted on 30 similar respondents, so that its validity was known. If the correlation result with the total item is >0.3 , then the item is valid. If the research variable has been done by many people, then the minimum reliability test is ≥ 0.7 (Chaniago et al., 2023). Data analysis was carried out with the help of IBM SPSS statistical software 23 to speed up the data processing process.

RESEARCH RESULT

Based on the questionnaires that have been distributed, the following are the results of the analysis of the demographic characteristics of 106 respondents in this study presented in the form of a table:

Table 1 Respondent Demographics

Description	Demographics	Frequency	Percentage (%)
Gender	Male	48	45%
	Female	58	55%
	Total	106	100%
Usia	18 - 20	36	34%
	21 - 24	66	62%
	25 - 30	4	4%
	Total	106	100%
Occupation	Student	7	7%
	College Student	83	78%
	Worker	16	15%
	Total	106	100%

Validity and Reliability Test Results

The validity of the variable measuring instrument is measured using a validity and reliability test. An instrument is considered valid and reliable when the calculated r value exceeds the specified r table value. In the context of this study, the validity criteria are $r_{table} > 0.3$, and for reliability, the Cronbach's alpha value must be greater than 0.6 (Chaniago et al., 2023). The results of all question items have a correlation between 0.4 and 0.7. This means that all questionnaire items are valid. The Cronbach Alpha test was

obtained above 0.6. The following are the results of the validity and reliability tests of each existing variable.

Table 2 Validity Test

Variable	Question Item	R Calculation	Description
Social Media (Variable X)	X1	0,744	Valid
	X2	0,685	Valid
	X3	0,456	Valid
	X4	0,589	Valid
	X5	0,716	Valid
Productivity (Variable Y)	Y1	0,640	Valid
	Y2	0,514	Valid
	Y3	0,694	Valid
	Y4	0,746	Valid
Coffee Shop Workspace Facilities (Variable Y)	Y5	0,716	Valid
	Y6	0,777	Valid
	Y7	0,696	Valid
	Y8	0,620	Valid

Table 3 Reliability Test

Variable	Cronbach Alpha	Description
Social Media	0,663	Reliable
Productivity	0,742	Reliable
Productivity in Coffee Shop Workspace Facilities	0,828	Reliable

Regression Analysis Results

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711	.506	.501	3.432

a. Predictors: (Constant), Social Media
b. Dependent Variable: Productivity in Coffee Shop Workspace Facilities

The Table 4 shows the R Square value which functions to measure the strength of the influence of social media on productivity in coffee shop workspace facilities. Based on the test results, the coefficient of determination or R Square value is 0.506. This can mean that 50.6% of productivity in coffee shop workspace facilities is influenced by social media, while the remaining 49.4% is influenced by other causes.

Table 5 Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta	
1	(Constant)	13.160	1.878		7.007 .000
	Social Media	1.243	.120	.711	10.320 .000

a. Dependent Variable: Productivity in coffee shop workspace facilities

From Table 5, it can be seen that the constant value is 13.160, which means that if social media does not exist, the productivity value in the coffee shop workspace facility is 13.160. Then, it can also be seen that the regression coefficient value of the application service feature is 0.711 with a significance value of 0.000 which is smaller than 0.005 so that it can be concluded that social media has a significant effect on productivity in the coffee shop workspace facility. So, based on this, the regression equation formula can be obtained, namely:

$$Y = 13,160 + 0,711X$$

Hypothesis Test Results

The results of the hypothesis test show that the regression coefficient value of the social media variable has a significant positive value of 0.000. This indicates that the availability of social media has a positive influence on productivity in coffee shop workspace facilities, so it can be concluded that the H1 hypothesis is accepted and the H0 hypothesis is rejected or the hypothesis that states "There is an influence of social media on productivity in coffee shop workspace facilities" can be accepted.

DISCUSSION

This study shows that social media has an impact on productivity in coffee shop workspaces in Cimahi City. When associated with the large number of visitors to coffee shop workspaces in Cimahi City which have been observed by researchers on several occasions, 50.6% of productivity in coffee shop workspace facilities is influenced by social media, while the remaining 49.4% is influenced by other causes, which is obtained from the coefficient value or R Square determination value of 0.506 through simple regression analysis testing. A smart digital marketing strategy through social media can create a positive image, attract the attention of the target market, and provide relevant information about working space facilities. In addition, direct interaction between consumers and brands through comments, messages, or polls provides an opportunity for coffee shops to better understand consumer needs and preferences, which can be adapted to improve service quality. The level of mastery of digital technology by the community has the potential to increase the community's ability to utilize social media more effectively and intelligently. The use of social media, especially in the coffee shop workspace industry in Cimahi City, not only influences users' decisions in choosing their workspace, but also forms a competitive foundation and brand image for each place. Focusing on online reputation management and implementing digital marketing strategies is crucial to maximize the positive impact of social media in supporting the growth and sustainability of businesses in the coffee shop workspace sector. Attention to this strategy is key to ensuring that social media is not only a communication tool, but also a driver of productivity and an attraction for consumers looking for a supportive and inspiring work

environment. Data has proven that social media has a significant influence on productivity in coffee shop workspace facilities. The majority of respondents who visited coffee shops in Cimahi City, Indonesia, proved that for young adults, social media affects their productivity in using the workspace in coffee shops. So in the future it is predicted that social media will have a significant impact on coffee shop visitors. The more content on social media will increase visitors to come to coffee shops to use the workspace facilities to be more productive.

CONCLUSION

This study successfully provides a finding, namely the level of influence and significance between social media variables on productivity in coffee shop workspace facilities in Cimahi City. The results of this study indicate that social media has a regression coefficient of 0.711 with a significance level of 0.000. So it can be concluded that social media has a positive and significant influence on productivity in coffee shop workspaces in Cimahi City. In addition, this study is also in line with the results of the hypothesis test conducted by the researcher where the results of the hypothesis test were accepted in other words social media has an influence on productivity in coffee shop workspace facilities.

Therefore, in the context of increasing the satisfaction of coffee shop visitors, it is recommended for social media content providers to continue to develop and improve content on social media that can influence visitors to visit. The researchers encourage academics to continue this research, not only in the Cimahi City environment, but also in other user groups in various areas in Greater Bandung. This is expected to enrich the understanding of the factors that influence productivity in the use of workspace in coffee shops through social media.

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