

ABSTRAK

The cultural shift and trends in coffee consumption have inspired many people, especially entrepreneurs, to establish coffee shops. The intense competition in the coffee business requires entrepreneurs to take appropriate actions or strategies to remain competitive against their competitors. One of the challenges is maintaining customer loyalty and continuously improving service quality. Café 22/7 exemplifies a concept of service quality through its comfortable and enjoyable outdoor setting, distinguishing it from competitors in the same area. Most competitors in the Tambun area have indoor or semi-outdoor concepts. Service quality significantly influences consumer behavior in a business setting. This study aims to examine the service quality and customer loyalty at Café 22/7. The research method employed is qualitative, specifically a case study. The subjects consist of 20 loyal customers of Café 22/7, with the goal of obtaining accurate information related to this research. Data collection methods are crucial in research because the primary objective is to gather data. For this study, the researcher used the Miles and Huberman data analysis technique. The findings indicate that the service quality at Café 22/7 is quite poor, with a score of 1.95. Furthermore, customer loyalty at Café 22/7 is also categorized as poor, as evidenced by the declining revenue of the establishment. In conclusion, the decreased revenue at Café 22/7 is attributed to poor service quality and inadequate customer loyalty.

Keywords: *Service Quality, Customer Loyalty*