

ABSTRAK

The right marketing strategy is essential to support the business person to be able to compete with its competitors, so it may increase the sustainable competitive advantage and can satisfy the desires of the consumer. The tight competition in the field of business cafe demanding café should be responsive to face the conditions to maintain the viability of the café. Some café strives to improve the quality of service and taste food to make consumers satisfied. It in will cause confidence and enable consumers to come back.

This research method using non-purposive sampling technique probability sampling. The number of samples taken as many as 100 respondents who is MARLO Café consumers Eat & Share. The measurement scale used in this research is the ordinal scale, and scale for the instrument used is the likert scale. According to Sugiyono (2014:93) likert scale was used to measure attitudes, opinions, and perceptions of a person or a group of people about social phenomena.

The assessment will be the performance of the SERVQUAL in the café MARLO Eat & Share belongs in the category of less well, it can be summed up under the attributes included in the SERVQUAL does not yet have a good performance. While consumer expectations of the assessment will be against SERVQUAL in the café MARLO Eat & Share belongs to the category of good, this means attributes included in the SERVQUAL in the café MARLO Eat & Share most features a high level of interest that belongs, based on the results of the measurement of the satisfaction index, for the dimensions of empathy, reliability, responsiveness, assurance, and tangible satisfaction index values obtained belongs in the category are not satisfied.

KEYWORDS: Customer Satisfaction, Importance Performance Analysis, Service Quality