

ABSTRACT

This research is aimed to observe the influence of service quality or service to customer satisfaction of BTW Café in Bandung. BTW Café was established in June of 2017 which is located in UNJANI area, Cimahi. BTW Café serves a variety of local menu that is popular and is being loved by the community, with the main menu namely Sate Taichan. Unique and comfortable interior design can also improve the quality of service and image of the company. The quality of service is evaluated by the holding of this research. The variables of the service quality used in this study are tangible, empathy, reliability, responsiveness, and assurance. The research was conducted by spreading the questionnaire to 100 customers at BTW Cafe. Data processing methods are done using the validity, reliability and method of Importance Performance Analysis (IPA) through GAP analysis. In addition, this research can figure out what factors most predominant affect customer satisfaction.

Based on the results of the analysis using the Importance Performance Analysis method of 100 respondents in BTW Café Cimahi, indicating that all indicators of Service Quality have a value that is less than the consumer expected, namely the average gap value of -0.91. In addition to the total 32 questions in the questionnaire, there were 14 points in the Quadrant I (Concentrate Here), 14 points in the Quadrant II (maintain performance), 3 points in the Quadrant III (Low Priority), and 1 points in the Quadrant IV (excessive).

Keywords: Service Quality, Importance Performance Analysis, marketing