ABSTRACT

This research is motivated by the phenomenon of increasing the number of coffee consumption in 2020 and coffee shop problems in the city of Bandung such as Zero Hour Coffee in maintaining and improving the quality of service to consumers. The research objective was to identify and analyze service attributes that must be a priority to be noticed, maintained, and improved by Zero Hour Coffee.

The research was conducted using quantitative methods and descriptive studies through media questionnaires from the customer population who came to Zero Hour Coffee with a sample of 200 respondents. The questionnaires were distributed to respondents using a Likert measurement scale which was equipped with various data collection techniques. Meanwhile, in terms of testing, this study uses validity and reliability tests with the same method

used is the canoe model.

The Research results obtained, there are two service attributes of Zero Hour Coffee that fall into the Must be category, seventeen Zero Hour Coffee service attributes are included in the One dimensional category, and two service attributes of Zero Hour Coffee are included in the Attractive category.