

## ABSTRAK

Persaingan usaha industri restoran dan kafe yang tinggi, pengusaha dituntut untuk dapat mendesain dan mengimplementasikan strategi pemasaran yang mampu menarik perhatian, dan menciptakan tingkat kepuasan konsumen sehingga terbentuk sebuah atmosfer (suasana) lingkungan fisik (*servicescape*). Implementasi tersebut berkenaan dengan tujuan penulis tugas akhir ini yaitu untuk mengetahui harapan, persepsi serta tingkat kepuasan konsumen atas *servicescape* di Siete Kafe dan untuk mengetahui aspek-aspek yang perlu diperbaiki untuk meningkatkan kepuasan konsumen. Siete Kafe yang berlokasi di Jl. Sumur Bandung No. 20 yang merupakan salah satu kafe yang menyediakan menu makanan *western* dan Indonesia yang didirikan pertama kali tanggal 4 Mei 2012 oleh empat mahasiswa ITB Bandung yaitu Muhammad Ajie Santika, Angga Nugraha, Faisal Rasyid Zulkarnaen dan Agung Wijaya Mitra Alam.

Penelitian ini dilakukan dengan menggunakan tingkat kepuasan konsumen yaitu kinerja dan harapan konsumen dimensi *servicescape* dengan indikator *ambient condition* yang terdiri dari suhu ruangan, pencahayaan, musik, pakaian karyawan, kebersihan dan suasana selanjutnya *spatial layout and functionality* yang terdiri dari *layout* ruangan, lokasi parkir, desain bangunan, tata letak tempat duduk, kenyamanan area, dan kemudahan menggunakan peralatan. Selanjutnya dimensi *signs, symbol, and artifacts* yang terdiri dari dekorasi dan logo/lambang.

Sampel dalam penelitian ini adalah 96 orang pengunjung Siete Kafe dengan metode *non probability sampling* dengan teknik *accidental sampling*. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan jenis penelitian deskriptif. Hasil uji validitas dinyatakan valid karena memiliki  $r_{hitung} > 0.361$  sedangkan hasil uji reliabilitas memberikan nilai *cronbach Alpha* 0.859 dan dinyatakan reliabel. Analisis data menggunakan Indeks kepuasan Konsumen, dan *Important Performance Analysis (IPA)*.

Dari hasil penelitian diketahui bahwa harapan konsumen atas *servicescape* di Siete Kafe berdasarkan hasil analisis nilai jenjang secara keseluruhan berada dalam kategori “penting” karena memiliki persentase sebesar 81.23%. Penilaian responden terhadap *spatial layout and functionality* merupakan penilaian tertinggi dibandingkan dimensi yang lainnya yaitu 87.68%. Selanjutnya dimensi *ambient conditions* sebesar 85.45%, sedangkan dimensi *signs, symbol, and artifacts* dimensi dengan penilaian terkecil yaitu sebesar 70.57%. Berdasarkan analisis tingkat kepuasan konsumen atas *servicescape* di Siete Kafe adalah sebesar 0.95 nilai tersebut menggambarkan bahwa penilaian konsumen dalam kriteria “tidak puas”.

**Kata kunci** : *Servicescape*, Kepuasan Konsumen, *Important Performance Analysis (IPA)*.

## ABSTRACT

*In the strictly high competition of restaurant and cafe industrial businesses, the businessmen are required to be able to design and to implement a marketing strategy being able to attract an attention, and to create the level of consumer's satisfaction such that it has been formed an atmosphere of physical environment (servicescape). The implementation is concerned with the author's objective in this final task, to identify the consumer's expectation, perception and satisfaction for the servicescape at Siete Kafe and to identify the aspects that are necessarily improved to enhance the consumer's satisfaction.*

*Siete Kafe located at Jl. Sumur Bandung No. 20 being one of the cafes providing the menus of Western and Indonesian foods has been founded firstly on 4<sup>th</sup> May 2012 by four students of ITB Bandung: Muhammad Ajie Santika, Angga Nugraha, Faisal Rasyid Zulkarnaen and Agung Wijaya Mitra Alam. This research has been conducted by using the level of consumer's satisfaction, performance and the consumer's expectation in the dimension of servicescape with the indicator ambient condition, consisting of the room's temperature, lighting, music, employee's uniform, cleanliness and atmosphere, and then spatial layout and functionality consisting of the room's layout, parking location, design of building, lay-out of sitting spot, areal pleasure, and then using equipment. Furthermore, dimensions of signs, symbol, and artifacts consisting of decoration and logo/symbol.*

*The sample in this research is 96 visitors of Siete Kafe with the non probability sampling method with the accidental sampling technique. The method used in this research is a quantitative one with the type of research is descriptive. The result of validity test is stated to be valid because it has  $r_{count} > 0.361$ , whereas the result of reliability test provides the value of cronbach Alpha of 0.859 and stated to be reliable. The analysis of data uses the index of the consumer's satisfaction, and Important Performance Analysis (IPA).*

*From the result of research it has been known that the consumer's expectation for the servicescape at Siete Kafe is based on the result of the stage value as wholly is in the category "important" because having percentage of 81.23%. The evaluation of respondents to the spatial layout and functionality is an highest one as compared with the other dimensions, 87.68%. Furthermore, dimension of ambient conditions with the smallest evaluation by 70.57%. based on the analysis of the level of consumer's satisfaction for the servicescape at Siete Kafe, the value of 0.95 describes that the consumer's assessment I included into the criterion "unsatisfactory".*

**Keywords:** *Servicescape, Consumer's Satisfaction, Important Performance Analysis (IPA).*