

ABSTRACT

Nowadays, coffee has become part of the modern lifestyle. Based on the Agricultural Data and Information System Center of the Ministry of Agriculture, national coffee consumption during the 2016-2021 period is predicted to grow by an average of 8.22%/year. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425,000 tons.

In August 2019 the number of coffee shops in Indonesia reached more than 2,950 outlets, it increased almost three times compared to 2016 which was only around 1,000, the data is the result of research from TOFIN. The real number of coffee shops could be higher because the coffee shop census only covers networked outlets in big cities, not including modern and traditional independent shops in various regions.

With the increasing number of coffee shops or coffee shops in Indonesia, especially in Purwakarta, Cangkir Pertama has experienced a decline in sales, therefore Cangkir Pertama must continue to innovate to survive and compete with competitors in order to improve service quality. This study aims to determine and test how significant the role of store atmosphere and service quality on customer satisfaction at Cangkir Pertama Coffee Shop.

This study uses quantitative methods with data collection techniques through distributing questionnaires to consumers of the Cangkir Pertama Coffee Shop. This study uses a non-probability sampling technique, with a sample of 100 respondents who are consumers of the Cangkir Pertama Coffee Shop. This study uses T test and F test to test the hypothesis. The results of this study found that the quality of service in tangibles, reliability, responsiveness, assurance, and empathy. proven to partially or simultaneously have a significant effect on customer satisfaction at the Cangkir Pertama Coffee Shop.

This research is expected to be used as a reference for companies and future researchers to be able to provide more effective efforts and innovations to improve service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy at the Cangkir Pertama Coffee Shop in order to increase customer satisfaction.

Keyword: Service Quality, Customer Satisfaction