ABSTRACT

Coffee house or *coffee shop* is a term used for a place that serves orders for coffee or other drinks. *Coffee shop* or *coffee house* businesspeople are required to create a concept of a comfortable place that can make visitors feel at home for long. At present, atmosphere and location are important factors for a consumer in choosing a place to gather which is not difficult to reach by public transportation or private vehicles. One of them is Yugen Cafe. This study aims to analyze consumer satisfaction with store atmosphere and location using Importance Performance Analysis (IPA).

Sampling was done by using *probability sampling* technique used is *judgment sampling* with 100 consumer respondents who have visited and made purchases at Yugen Cafe. The results of the data from the distribution of the questionnaire were obtained using Gap analysis to determine the level of consumer satisfaction and then retrieved using Important Performance Analysis (IPA) to find out which attributes need to be maintained by the company's performance.

Based on the results of data processing, it can be seen that the consumers assessment of 30 performance attributes and 30 expectations attributes indicates that all attributes have a gap between consumer perceptions of Yugen Cafe. Based on the level of conformity, the results obtained 95.1%, indicating that it is still below 100% and has not met consumer expectations at Yugen cafe.

Keywords: *Store Atmosphere*, Location, Consumer Satisfaction, Gap, *Important Performance Analysis (IPA)*