ABSTRACK

Belakang Coffee is a company engaged in the coffee shop business located in the City of Air Molek which sells various kinds of food and drinks, especially coffee. As a result of the many competitors in the expanding coffee shop business and reduced consumer purchasing power due to the services provided being less than optimal and less effective, sales from Belakang Coffee experienced instability. To solve this problem, measuring service quality is the best solution to overcome the problem of unstable sales revue.

The method used in this study is a quantitative method, the data needed to conduct this research are primary data and secondary data with data collection techniques through interviews and questionnaires. Data analysis techniques used descriptive analysis, customer satisfaction index, gap analysis and Importance Performance Analysis (IPA) method.

The results of the research that can be concluded from the results of the descriptive analysis the expected value is 86.07% while the reality value is 82.54%, if the expected value is greater than the reality value then priority repair or service improvement is needed. Furthermore, from the results of the calculation of the P-I Gap from all dimensions of service quality, an average value of -0.14 is obtained. Basically, if the gap value is negative (-), then the service is still not considered good by the customer, even if the value is negative, some service attributes will be improved which are still not in accordance with what customers expect. Based on the results of the Importance Performance Analysis method, the service attributes that will be improved are services that fall into quadrant A, where the meaning of quadrant A is that customers consider the service importance but Belakang Coffee has not provided what customers expect.

Keyword: **Analysis Gap, Customer Satisfaction Index, Importance Performance Analysis, Service Quality**