ABSTRACT

The rapid development of business in Indonesia can be seen from the emergence of small businesses such as MSMEs to large companies. With this development, businesspeople are asked to come up with a mature idea or strategy to get as many consumers as possible. Starting from an interesting idea for the product is also interesting in terms of service. The purpose of this study is to find out what kind of service quality consumers expect and what quality needs to be improved from 18 Coffee and Beverages. Because there are complaints about the services offered to customers, customers are a little disappointed with the service. This research method uses descriptive quantitative. The sampling technique involved visiting 18 Coffee and Beverages by distributing questionnaires to 100 respondents. This study uses Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods with 5 dimensions (quality of service), namely tangible, empathy, reliability, responsiveness, and assurance. The result of calculating the average descriptive analysis is 82.1%, which means it is very important. While the average result of descriptive analysis on expectations is 85.4%, which means it is very important. Then the results of the Customer Satisfaction Index score of 82.47% indicate that it is in a position between 81.25% - 100%, which means it is very important. The results of analysis calculations from the Importance Performance Analysis (IPA) Matrix, quadrant III (Concentrate Management Here) where ranking is important, and performance does not meet service quality standards shows that the 18 Coffee and Beverages attribute in serving customers quickly does not meet the needs of service quality standards.

Keywords: Service Quality, IPA Methods, CSI