

ABSTRACT

The current increase in coffee consumption has led to the continued growth of the food and beverage industry, presenting a business opportunity for establishments like 180 Coffee and Music, a restaurant located in Bandung that features a 180° bar counter concept on its first floor. One of the goals of 180 Coffee and Music is to consistently increase its sales. However, they have encountered issues such as a decline in sales due to decreasing employee performance evaluations and customer satisfaction. One of the company's visions and missions is to provide the best service, but this objective has not been fully met as some customers remain dissatisfied with the service. Given the challenges faced by the company, this research aims to design improvements in service quality. The methods employed in this research include the service quality framework, specifically focusing on Gap 5 (service gap), and the Importance-Performance Analysis method, which identifies service indicators that need prioritized improvement to enhance customer satisfaction. Based on the research findings, there are four indicators with negative gap values that fall within Quadrant A, indicating areas that need prioritized improvement. These indicators include RP1, RP5, EM1, and EM5, with 29% of respondents falling into Quadrant A. The proposed solutions for these four indicators involve enhancing elements related to "man," "machine," "method," and "environment." These recommendations are provided to the company to help minimize the previously identified issues.

Keywords: Service, importance performance analysis, service quality.