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**Analisis Kepuasan Pelanggan Pada Coffee Shop Antologi Collaboractive Space Terhadap Tren Work From
Cafe (WFC)**
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ANALISIS KEPUASAN PELANGGAN PADA *COFFEE SHOP* ANTOLOGI *COLLABORACTIVE SPACE* TERHADAP TREN *WORK FROM CAFE* (WFC)

INTISARI

Tren *Work From Cafe* (WFC) di Yogyakarta mendorong perubahan fungsi *coffee shop* menjadi ruang alternatif untuk bekerja dan belajar, sehingga kualitas pelayanan menjadi faktor penting dalam menciptakan kepuasan pelanggan. Meningkatnya persaingan *coffee shop* di Yogyakarta menuntut pengelola untuk memahami kebutuhan dan harapan pelanggan agar mampu mempertahankan kepuasan dan loyalitas. Penelitian ini bertujuan untuk menganalisis tingkat kepuasan pelanggan terhadap kualitas pelayanan di Antologi *Collaboractive Space* menggunakan dimensi SERVQUAL, mengidentifikasi atribut layanan yang menjadi prioritas perbaikan menggunakan metode *Importance Performance Analysis* (IPA), serta menyusun rekomendasi strategi peningkatan kualitas pelayanan.

Penelitian menggunakan pendekatan kuantitatif dengan objek penelitian Antologi *Collaboractive Space*, Yogyakarta. Data primer diperoleh melalui penyebaran kuesioner kepada 100 responden yang pernah melakukan aktivitas *Work From Cafe* (WFC) di Antologi *Collaboractive Space*. Instrumen penelitian divalidasi menggunakan *Content Validity Ratio* (CVR), kemudian dilakukan uji validitas dan reliabilitas menggunakan SPSS. Analisis data dilakukan menggunakan dimensi SERVQUAL yaitu *tangible, reliability, responsiveness, assurance,* dan *empathy* untuk mengukur kesenjangan antara persepsi (kinerja) dan harapan (kepentingan), kemudian dilanjutkan dengan metode *Importance Performance Analysis* (IPA) untuk menentukan prioritas perbaikan layanan.

Hasil penelitian menunjukkan bahwa seluruh dimensi SERVQUAL menunjukkan nilai gap negatif, yang mengindikasikan bahwa kinerja pelayanan masih berada di bawah harapan pelanggan. Nilai rata-rata kinerja sebesar 4,23, sedangkan nilai rata-rata kepentingan sebesar 4,40. Tiga atribut dengan nilai gap terbesar adalah Wi-Fi selalu dapat diakses tanpa gangguan selama bekerja (P9) sebesar -0,34, tersedianya meja dan kursi ergonomis untuk bekerja dalam waktu lama (P2) sebesar -0,30, dan stop kontak tersedia di setiap area kerja pelanggan (P4) sebesar -0,29. Hasil IPA menunjukkan bahwa atribut P2 berada pada Kuadran I sebagai prioritas utama perbaikan, sedangkan terdapat sembilan atribut pada Kuadran II, dua belas atribut pada Kuadran III, dan satu atribut pada Kuadran IV. Strategi perbaikan yang direkomendasikan meliputi penyediaan meja dan kursi ergonomis, peningkatan fasilitas pendukung WFC seperti Wi-Fi dan stop kontak, serta peningkatan kompetensi karyawan melalui pelatihan pelayanan prima.

Kata Kunci: Kepuasan Pelanggan, Kualitas Pelayanan, *Coffee Shop*, SERVQUAL, IPA, WFC

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CUSTOMER SATISFACTION ANALYSIS AT THE ANTHOLOGI COLLABORACTIVE SPACE COFFEE SHOP REGARDING THE WORK FROM CAFE (WFC) TREND

ABSTRACT

The Work From Cafe (WFC) trend in Yogyakarta is driving the transformation of coffee shops into alternative spaces for work and study, making service quality a crucial factor in creating customer satisfaction. Increasing competition among coffee shops in Yogyakarta requires managers to understand customer needs and expectations to maintain satisfaction and loyalty. This study aims to analyze customer satisfaction levels with service quality at Antologi Collaboractive Space using SERVQUAL dimensions, identify service attributes that should be prioritized for improvement using the Importance Performance Analysis (IPA) method, and develop recommended strategies for improving service quality.

The study employed a quantitative approach, focusing on Antologi Collaboractive Space, Yogyakarta. Primary data were obtained by distributing questionnaires to 100 respondents who had previously worked from a cafe at Antologi Collaboractive Space. The research instrument was validated using the Content Validity Ratio (CVR), and then validity and reliability tests were conducted using SPSS. Data analysis was carried out using the SERVQUAL dimensions, namely tangible, reliability, responsiveness, assurance, and empathy to measure the gap between perception (performance) and expectations (importance), then continued with the Importance Performance Analysis (IPA) method to determine service improvement priorities.

The results of the study indicate that all SERVQUAL dimensions show a negative gap value, indicating that service performance is still below customer expectations. The average performance value is 4.23, while the average importance value is 4.40. The three attributes with the largest gap values are Wi-Fi is always accessible without interruption during work (P9) at -0.34, the availability of ergonomic tables and chairs for long-term work (P2) at -0.30, and power outlets are available in every customer work area (P4) at -0.29. The IPA results indicate that attribute P2 is in Quadrant I as the main priority for improvement, while there are nine attributes in Quadrant II, twelve attributes in Quadrant III, and one attribute in Quadrant IV. Recommended improvement strategies include providing ergonomic tables and chairs, improving WFC supporting facilities such as Wi-Fi and power outlets, and improving employee competency through excellent service training.

Keywords: Customer Satisfaction, Service Quality, Coffee Shop, SERVQUAL, IPA, WFC