



ANALISIS KEPUASAN PELANGGAN *COFFEE SHOP* DI YOGYAKARTA

INTISARI

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Penelitian ini bertujuan (1) menganalisis karakteristik konsumen, (2) menganalisis atribut kepuasan konsumen dan (3) menganalisis tingkat kepuasan konsumen *coffee shop* di Yogyakarta. Metode *purposive sampling* digunakan untuk menentukan empat *coffee shop* di Yogyakarta. Penentuan sampel menggunakan teknik *sampling incidental* yaitu konsumen yang telah mengkonsumsi produk kopi minimal dua kali di *coffee shop* tersebut, dengan jumlah 50 responden setiap *coffee shop*. Analisis deskriptif dan *Importance Performance Analysis* digunakan untuk menganalisa karakteristik konsumen dan atribut penelitian, sedangkan untuk mengukur tingkat kepuasan konsumen menggunakan metode *Customer Satisfaction Index*. Hasil evaluasi keempat *coffee shop* dibandingkan menggunakan analisis komparasi. Secara umum karakteristik konsumen *coffee shop* di Yogyakarta berjenis kelamin pria, berusia 17-30 tahun, dan belum menikah. Atribut yang paling berkontribusi memberikan kepuasan konsumen di *coffee shop* A: Cita Rasa, *coffee shop* B dan *coffee shop* C: Keramahan Pramusaji, dan *coffee shop* D: Akses *Coffee Shop*. Secara keseluruhan tingkat kepuasan konsumen mencapai 78% (dalam kriteria Puas) yang menunjukkan tingkat kepuasan konsumen *coffee shop* di Yogyakarta sudah baik.

Kata Kunci : *Coffee Shop*, *Importance Performance Analysis*, Karakteristik Konsumen, Kepuasan Konsumen.



CUSTOMER SATISFACTION OF COFFEE SHOPS IN YOGYAKARTA

ABSTRACT

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This research aims to (1) analyze customer characteristic, (2) analyze customer satisfaction attributes and (3) analyze customer satisfaction level of coffee shops in Yogyakarta. Purposive sampling used in determining four targeted coffee shops and incidental sampling technique used in selecting sample which consist of 50 respondents of each coffee shop. In order to meet research goals, all data collected from each coffee shop was analyzed separately for comparing afterward. Descriptive Analysis and Importance Performance Analysis model is conducted to analyze customer characteristics and importance and performance attributes, while customer satisfaction level was measured by customer satisfaction index. Commonly, customer characteristics of coffee shops in Yogyakarta are male, single, range of age between 17-30, and educational background is senior high school. The empirical result show that the most contributed attribute to customer satisfaction in coffee shop A is Taste, coffee shop B and C is The friendliness of waiters, and coffee shop D is Accessibility of *coffee shop*. Generally, the customer satisfaction level of these coffee shops is Good/ Satisfied.

Key word : *Importance Performance Analysis, Coffee Shop, Customer Characteristics, Customer Satisfaction.*