

ABSTRACT

Nowadays, many Coffee Shop in big cities. To face competition every coffee shop need to provide the best, especially in the quality of service, likewise the Yellow Truck Coffee and Tea Co Bandung. A service must be in accordance with the expectations of the consumers to satisfied them. The purpose of this research is to find out how big the expectations and service perceived by consumers on Yellow Truck Coffee and Tae Co Bandung and to determine the level of the gap between the expectations and consumers' perceptions of service quality Yellow Truck Coffee & Tea Co Bandung.

Type of this research is a descriptive method. Data collection techniques used are observation, questionnaires, and documentation study. This research uses IPA (Importance performance Analysis).

Based from the research that has been conducted consumer perceptions of service quality Yellow Truck Coffee & Tea Co Bandung is 79.9%, which can be categorized as good, meanwhile, consumer expectations to service Yellow Truck Coffee & Tea Co Bandung is 91.765%, which can be categorized as very important. From the analysis of IPA attributes which is included in quadrant A is P3, P6, P10, P12, and P13. Then, for the B quadrant is P4, P5, P8, P11, P14, and P17. And attributes are included in quadrant C is P7, P9, P15, P16, and P19. Last, the attributes which is included in quadrant D are P1, P2 and P18.

Keywords: IPA (Importance Performance Analysis), Service Quality, GAP