

ABSTRACT

The number of cafes that have sprung up has resulted in owners having to think more creatively to create a different concept from the existing cafes. This is of course to attract the attention of visitors. People prefer something new than what already exists. Every cafe or place to eat must pay attention to the quality of service at the company so that it can continue to attract consumers and provide satisfaction to consumers so that consumers feel satisfied, subscribe and are loyal to the company. The purpose of this research is to measure customer satisfaction based on the servqual dimension that has been set by Djoeroe Coffee and Eatery. Data analysis techniques using descriptive analysis and Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods

The method used in this study is a quantitative method, the data needed are primary and secondary data with data collection techniques through interviews, questionnaires, observation and library research.

The result of calculating the average descriptive analysis in reality is 86.97% which means very good. While the average result of the descriptive analysis of expectations is 89.58%, which means very good. Then the results of the Customer Satisfaction Index score of 87.59% indicate that it is in a position between 81.25% - 100% which means it is very important. Based on the results of the analysis from the Matrix Importance Performance Analysis (IPA) Quadrant III Main priority (Concentrate Management Here) and the ranking of importance and performance not meeting service standards shows that the attributes of waiters are quick to respond in response to all customer needs that do not meet standards and waiters can pay close attention personal service to its customers is also not up to standard.

Keywords: *Service Quality, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI)*