

ABSTRACT

The number of coffee shops in Indonesia tripled by 1,083 gerai in 2016, to over 2,937 in 2019, and the figure will continue to grow. With the current amount of outlets, toffin estimates the total profits of coffee shops in Indonesia reach rp 4.8 trillion. The cafe business at the mainland continues to grow rapidly, and it should be considered one of the most profitable businesses in the modern era. The problem is that the negative service given by coffee alumni employees to the consumer, as in the responsiveness has a low percentage of 81.80%, of which the problem in service to this consumer needs to be raised because it will affect reeducation.

The aim of this study is to find out the service quality analysis by using the verdant method for coffee alumni. The kind of research used was a quantitative method with a descriptive research type. The method used in this study is spread questionnaires to 100 customers who have defected at the coffee alumni. Data analysis made for use of importance performance analysis.

Based on research and discussion done by the author it shows that the matrix importance analysis aspect of service quality that needs to be corrected is on the cartesius quadrant C 1 diagram and there is one quality in quadrant D

Keyword: service quality, customer satisfaction, imporyance performance analysis