

ABSTRACT

This research is intended to observe the effect of service quality on customer satisfaction at Kanz Coffee and Eatery in Bandung. Kanz Coffee and Eatery was established on November 3, 2017 which is located on Jalan Terusan Bojongsoang, Bandung Regency. Kanz Coffee and Eatery serves a variety of domestic and foreign menus. Comfortable interior design can also improve service quality. The importance of service quality is evaluated by conducting this research.

The purpose of this research is to measure customer satisfaction based on the service quality dimension that has been implemented by Kanz Coffee and Eatery for customers who have visited Kanz Coffee and Eatery. The method used in this study is a quantitative method. Sampling was carried out using the Nonprobability Sampling method with the type of Purposive Sampling involving 100 respondents. Data analysis techniques used descriptive analysis and the Importance Performance Analysis (IPA) method.

The conclusion of this research is that Kanz Coffee and Eatery's customer expectations are in accordance with the percentage of 83%. While the customer perception of the performance that has been given by Kanz Coffee and Eatery is satisfactory with a percentage of 83%. The customer satisfaction level for performance is 4.14, while the expectation level is 4.14 which means that the interests are in accordance with the performance provided. There are 4 aspects that need to be improved to increase customer satisfaction with the service quality of Kanz Coffee and Eatery.

Keywords: Service Quality, Importance Performance Analysis Method.