

## ABSTRACT

In an effort to maintain its customers Starbucks Indonesia provide assurance to consumers that the products have very good quality so consumers should not hesitate to buy it. In addition, in its efforts to retain customers, Starbucks Indonesia also made several innovations that aim to facilitate and simplify its customers. However, it still found a customer complaint on discontent both in terms of services and products. The difference between consumer expectations regarding the performance of companies and consumers about the actual performance assessment gives a consumer perceptions of service quality. The difference occurs because of the gap (the gap) between customer expectations and reality (performance) services received; The disparities exist as a result of non-fulfillment of the expectations of the customers.

This research was conducted on customers of Starbucks Indonesia in 2015. The samples used were 100 respondents using incidental sampling method. The data used were analyzed using descriptive data analysis techniques, analysis of consumer satisfaction index and the importance of performance analysis (IPA).

The results based on satisfaction index shows from the 29 attributes are used, only the attribute "location Starbucks located in places strategic", "Sense of drinks Starbucks has a taste of its own," Merchandise sold in Starbucks good quality ", and" Food provided Starbucks packaged in attractive packaging ". Moreover, according to the importance of performance analysis (IPA) attributes that are in quadrant I or attributes that should be improved is the same service to every visitor, serve customer friendly Employees, and Employees can serve well when stores are crowded situations.

**KEYWORDS:** Customer Satisfaction, Quality Service, Quality Products, Marketing