

ABSTRACT

Giggle Box Cafe & Resto was one of the cafe which is in the Bandung area especially the No. 33 Progo, Bandung. A growing number of cafes in Bandung is increasing every year. From each cafe has an uniqueness and his trademark respectively. This research aims to know the consumer's perception (reality) of the quality service giigle Box Cafe & Resto, to know the expectations of the consumer's towards quality service Giggle Box Cafe & Resto, to know the level of disparity (gap) between consumer perceptions and expectations towards the quality of service Giggle Box Cafe & Resto as well as to find out the results of the analysis of importance performance analysis of each service quality attributes of the Giggle Box Cafe & Resto.

This type of research is quantitative research descriptive researcg methods by means of disseminating a questionnaire to 100 people the respondents being sampled with a purposive sampling technique. Data analysis in this study uses the analysis of service quality, consumer satisfaction index, and importance perfomance analysis (IPA). As well as using likert scale as the scale of measurement. The sample used in this study is that consumers never came to Giggle Box Cafe & Resto in Bandung.

Based on the results of the research that has been done to consumer perceptions of the quality of service of the Giggle Box Cafe & Resto Bandung is gambling 76.88% good, while consumer expecations are huge on service of the Giggle Box Cafe & Resto Bandung is 83.18% which can be categorized is essential. From the results of the analysis of the IPA the attributes that are included on A quadrant is number 2 (tangible). Quadrant B are numbers 1, 4, dan 5 (tangible), numbers 7 and 8 (emphaty), number 13 (responsiveness), numbers 15, 16, dan 17 (assurance). Quadrant C is numbers 3 and 6 (tangible), number 9 dan 10 (reliability), number 12 and 14 (responsiveness). Quadrant D includes the attribute number 11 (reliability)

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