

ABSTRACT

Culinary business is one of the business that many people in demand today, because in addition to generating high income, food is also a staple for everyone. Type of business in the culinary field of the most popular today is the cafe business. Due to the rampant interest in the cafe business, a cafe needs to develop a strategy with a view to creating a deep brand image for customers or users of servant products and services. Therefore, every cafe should pay attention to things that can make customers feel satisfied after visiting the cafe. This study aims to analyze the factors that encourage customer satisfaction in One Eighty Coffee Music.

The method used in this research is quantitative with the type of descriptive analysis research. The type of data needed for this research is primary data and secondary data. Sampling is done by nonprobability sampling method of purposive sampling with the number of respondents taken as many as 100 respondents are One Eighty Coffee Music customers. Then for analytical techniques using factor analysis and data processing using SPSS software version 22.

Based on the overall descriptive analysis of 9 factors of customer satisfaction on One Eighty Coffee and Music included in the important category with the acquisition of the average value of the percentage is 81.6%. Of the 9 factors that have been studied, has formed 2 new factors that represent the previous factors in encouraging customer satisfaction in One Eighty Coffee and Music. 2 factors consist of: Service and product quality with percentage of variance of 53.72%. Convenience with a value of percentage of variance of 14.26%.

Keyywords: Kepuasan Pelannggan, One Eighty Coffee Musi