

ABSTRACT

This research is shown to serve the influence of service quality or service on customer satisfaction at Lalune Coffee & Luncheonette in Bandung. Lalune Coffee & Luncheonette was founded on December 20, 2018, which is located at Jalan Hegarmanah, Bandung. Lalune Coffee & Luncheonette serves local to international menus, but focuses on serving the best coffee. An unusual and comfortable interior design is a factor that enhances the company's image and service quality. The importance of the quality of these services is assessed by conducting this study. The service quality variables used in this study were tangible, empathy, reliability, responsiveness, and assurance. This research was conducted with a questionnaire to 100 consumers who have been to Lalune Coffee & Luncheonette. The processing method uses validity, reliability, descriptive analysis and the Importance Performance Analysis (IPA) method. This study aims to see customer satisfaction and what aspects need to be improved at Lalune Coffee & Luncheonette.

Based on the results of the analysis using the Importance Performance Analysis method and descriptive analysis of 100 respondents at Lalune Coffee & Luncheonette, it shows that the Empathy indicator gets the lowest proportion of 79%. Apart from that, from a total of 18 statements in the questionnaire, there are 3 points in Quadrant A (top priority), 8 points in Quadrant B (maintain achievement), 7 points in Quadrant C (low priority), and no points are included in Quadrant D (exaggerated).

Keywords: Service Quality, Important Performance Analysis, Marketing.