

ABSTRACT

Dreezel Coffee is one of the most favorite coffee shops in Bandung and has quite a number of customers each year. In businesses engaged in food and beverages, certainly Dreezel Coffee has specific customer targets. The target customers of Dreezel Coffee itself are Bandung citizens, especially teenage coffee lovers who need a comfortable and friendly atmosphere when visiting a coffee shop. Seeing from the main target customers are coffee customers who are looking for a comfortable atmosphere and friendly service, Dreezel Coffee uses Total Quality Service (TQS) as its managerial service system and employee service system. The services provided by Dreezel Coffee through several dimensions of Total Quality Service involving all Dreezel Coffee workers. The concept used by researchers in this study is the system of total quality service, dimensions of total quality service and customer value. The research method used is a qualitative method through a descriptive approach. The purpose of this research is to find out what service systems are used by Dreezel Coffee, the dimensions of service used by Dreezel Coffee and how Dreezel Coffee customers value. The paradigm used in this research is constructivism research because researchers are trying to dig up information about the knowledge and experience of informants in conducting services to Dreezel Coffee customers. The results of this study are that Dreezel conducts services that are focused on the employee service system by communicating that creates comfort and friendliness in the minds of customers. The dimensions of the total quality service used are seven types, namely function, characteristics, suitability, reliability, serviceability, aesthetics, and perception. There are three levels of Customer Value created by Dreezel Coffee namely expected, desired, unanticipated value.

Keywords: *Total Quality Service, External Communication, Service Quality Dimensions, Service Systems, Customer Value Added*