

ABSTRACT

The city of Bandung is famous for its unique and various culinary tours. Various types of cafes are almost all in Bandung, especially coffee shops. One of the famous coffee shops in Bandung is cafe 372 Kopi Bandung, cafe 372 Kopi Bandung has been around since 2017 and already has several branches and the center is on Jl. Karangsari no. 21 Setiabudhi, Bandung City. In this study, the author intends to examine how customer perceptions of the quality of the products in the cafe 372 Kopi Bandung. This research is motivated by the author's interest in the quality of the products in cafe 372 Bandung coffee, especially in food products, this study aims to determine how customers perceive the quality of food products provided by cafe 372 Kopi Bandung to its customers. This study uses a descriptive research method with a quantitative approach where the results will be described descriptively from the results of table data and using data collection techniques such as observation, documentation study, interviews, and questionnaires. The population in this research questionnaire is consumers who have visited and tried food products at cafe 372 Kopi Bandung, the technique used in this research is simple random sampling technique by distributing 100 questionnaires through online media randomly or randomly. The results of this study were 95% of respondents gave a positive response to food products at cafe 372 Kopi Bandung, which means that customers are satisfied with the quality of the product. As for the way cafe 372 Kopi Bandung maintains the quality of its products by doing menu engineering, product innovation, setting raw materials, conducting customer satisfaction surveys and others.

Keywords: Coffee Shop, Food Quality, Customer Satisfaction, and Customer Perception