

ABSTRACT

Cimahi has a variety of tourist attractions that attract tourists. This requires the city of Cimahi to have a variety of cafes and restaurants, one of which is very popular is the café. Café Kona Gelato & Coffee is one of the cafes favored by tourists compared to its competitors. With so many requests, not only satisfaction is felt by customers but there is also disappointment that does not match customer expectations. The purpose of this study was to determine the performance, customer expectations of Kona Gelato & Coffee Cimahi and the service quality attributes that must be improved. This research was conducted using the importance performance analysis method. The researcher uses the object of Kona Gelato & Coffee with a case study to visitors to the object of Kona Gelato & Coffee. The population is visitors to the Kona Gelato & Coffee object, with a sample of 50 people. The method used is descriptive research with quantitative data types. The discussion analysis used is the importance performance analysis. The results of this study are the average customer satisfaction of Service Quality, it is found that the level of expectation is 69.80%, which means high. The Reality Level is 69.12% which means High. The attributes that must be improved are employees help customers swiftly and employees pay attention to consumers

Keywords: Service Quality, Importance Performance Analysis, Kona Gelato & Coffe