

ABSTRACT

Changes in increasingly modern lifestyles have resulted in the emergence of many types of businesses and entrepreneurs to innovate in opening a business in the culinary sector. The culinary industry is not only for selling its products, but every business, especially food entrepreneurs, needs to pay attention to the quality of service in their company so that they can continue to attract consumers and provide satisfaction to consumers so that consumers can continue to visit and become loyal to the company and can recommend it to them. the environment. The aim of this research is to measure service quality and level of consumer satisfaction based on the servqual dimensions that have been implemented by Café Teduh Terra for customers who have visited Café Teduh Terra.

The method used in this research is a quantitative method, the data needed is primary and secondary data with data collection techniques through questionnaires and observations involving 100 respondents. The data analysis technique uses Descriptive Analysis and the Importance Performance Analysis (IPA) method.

*The results of the analysis show that the quality of service at Café Teduh Terra in the average descriptive analysis calculation is in fact **84.3%**, which means it is very important. Meanwhile, the average result of descriptive analysis on expectations is **83.9%**, which means it is very important.*

Keywords: Importance Performance Analysis, Service Quality