

ABSTRACT

Cafes have become a significant cultural and social phenomenon in the modern era, especially among the younger generation. This increased interest has inevitably led to heightened competition within the café and restaurant industry. As a result, café and restaurant owners must innovate and develop their concepts, menus, and service quality to create a unique and memorable experience for visitors.

The purpose of this study was to measure the quality of service by The Sage Café and Resto to its consumers based on the dimensions of service quality that have been applied by The Sage Café and Resto.

The method in this research is quantitative method. By using descriptive data analysis techniques through distributing questionnaires, observations, interviews, and literature studies. Meanwhile, to support research data, researchers use the Importance Performance Analysis (IPA) method.

The results of this study state that the average value of expectations from each dimension of Service Quality in the services provided by The Sage Café and Resto is 88% which means very important. Meanwhile, the average value of reality obtained by visitors is 75% which indicates an important position. Meanwhile, based on the Importance Performance Analysis (IPA) method, The Sage Café and Resto shows that it is in quadrant II (top priority), but must pay attention to quadrants that require improvement to improve service quality.

Keyword: Customer Satisfaction Index, Service Quality, Importance Performance Analysis Method (IPA).