ABSTRAK

KEPUASAN KONSUMEN TERHADAP BAURAN PEMASARAN DENGAN PENDEKATAN 7P DI KEDAI VELOCE GARAGE COFFEE

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Banyaknya konsumen kopi di Tasikmalaya menyebabkan munculnya kedai-kedai kopi modern atau yang lebih dikenal dengan *coffee shop* yang sudah ada di berbagai daerah. Kota Tasikmalaya memiliki *coffee shop* terbanyak yaitu di Kecamatan Tawang sebanyak 135 *coffee shop*. Terdapat salah satu kedai kopi di Kecamatan Tawang yaitu Veloce Garage Coffee, kedai ini melakukan transformasi pemasaran dengan membangun konsep segmentasi pemasaran melalui *event* yang rutin dilakukan. Penelitian ini bertujuan untuk menganalisis tingkat kinerja dan tingkat kepentingan serta tingkat kepuasan konsumen terhadap bauran pemasaran 7P di Veloce Garage Coffee. Penelitian ini dilaksanakan di kedai Veloce Garage Coffee yang berlokasi di Kota Tasikmalaya, Jawa Barat. Data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Metode penelitian ini menggunakan metode *survey*. Alat analisis data yang digunakan adalah *Importance and Perfomance* (IPA) untuk mengukur tingkat kepentingan dan tingkat kinerja atribut dan *Customer Satisfaction Index* (CSI) untuk mengukur kepuasan konsumen. Hasil penelitian menunjukan rata-rata tingkat kesesuaian seluruh atribut bauran pemasaran 7P yaitu, sebesar 93,66 persen dengan rata-rata seluruh atribut tingkat kinerja diperoleh nilai sebesar 3,147, sedangkan hasil perhitungan rata-rata kepentingan diperoleh sebesar 3,36 dan tingkat kepuasan konsumen diperoleh nilai indeks sebesar 79,46 persen kepuasan tersebut berada pada rentang $75 \leq CSI \leq 100$ persen dengan kategori sangat puas.

Kata Kunci : Bauran Pemasaran , Kedai Kopi, Kepuasan Konsumen.

ABSTRACT

CUSTOMER SATISFACTION WITH THE MARKETING MIX WITH THE 7P APPROACH AT VELOCE GARAGE COFFEE SHOP

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The large number of coffee consumers in Tasikmalaya has led to the emergence of modern coffee shops or better known as coffee shops that already exist in various regions. Tasikmalaya City has the most coffee shops, namely in Tawang District as many as 135 coffee shops. There is one of the coffee shops in Tawang Subdistrict, namely Veloce Garage Coffee, this shop carries out marketing transformation by building the concept of marketing segmentation through regular events. This study aims to analyze the level of performance and the level of importance and the level of customer satisfaction with the 7P marketing mix at Veloce Garage Coffee. This research was conducted at the Veloce Garage Coffee shop located in Tasikmalaya City, West Java. The data used in this study are primary and secondary data. This research method uses a survey method. The data analysis tool used is Importance and Perfomance (IPA) to measure the level of importance and performance level of attributes and Customer Satisfaction Index (CSI) to measure customer satisfaction. The results showed the average level of conformity of all 7P marketing mix attributes, namely, amounting to 93.66 percent with an average of all performance level attributes obtained a value of 3.147, while the results of the calculation of the average importance obtained was 3.36 and the level of customer satisfaction obtained an index value of 79.46 percent of satisfaction is in the range $75 \leq CSI \leq 100$ percent with a very satisfied category.

Keywords: Coffee Shop, Customer Satisfaction, Marketing Mix