

ABSTRAK

ANALISIS KEPUASAN KONSUMEN TERHADAP KUALITAS PRODUK DAN KUALITAS PELAYANAN DI *LEBIH DARI COFFEE*

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Meningkatnya konsumsi kopi di Indonesia khususnya di Kabupaten Ciamis mendorong perkembangan kedai kopi, salah satunya *Lebih Dari Coffee* yang berlokasi di Kecamatan Ciamis berdiri sejak 2017. Penelitian ini bertujuan untuk mengukur tingkat kepentingan, kinerja, dan kepuasan konsumen terhadap dimensi kualitas produk dan kualitas pelayanan. Metode yang digunakan adalah deskriptif kuantitatif dengan pendekatan studi kasus. Analisis data dilakukan menggunakan *Importance Performance Analysis* (IPA) dan *Customer Satisfaction Index* (CSI). Hasil penelitian menunjukkan tingkat kesesuaian pada dimensi kualitas produk sebesar 98,46 persen dengan prioritas utama pada atribut aroma mewakili rasa kopi, kopi mudah untuk dinikmati, kopi tetap terjaga kualitasnya, kopi dapat disimpan untuk esok hari, rasa kopi mewakili kestabilan disetiap penyajiannya dan varian rasa kopi selalu tersedia lengkap. Pada dimensi kualitas pelayanan, tingkat kesesuaian sebesar 91,27 persen dengan prioritas utama pada atribut ketersediaan toilet di kedai kopi. Berdasarkan analisis CSI, tingkat kepuasan konsumen terhadap kualitas produk sebesar 75,84 persen kategori sangat puas, sedangkan terhadap kualitas pelayanan sebesar 74,21 persen kategori puas.

Kata kunci: kualitas produk, kualitas pelayanan, kepuasan konsumen

ABSTRACT

AN ANALYSIS OF CUSTOMER SATISFACTION WITH PRODUCT QUALITY AND SERVICE QUALITY AT LEBIH DARI COFFEE

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The increasing coffee consumption in Indonesia, particularly in Ciamis Regency, has driven the growth of coffee shops, including Lebih Dari Coffee, which has been operating in Ciamis District since 2017. This study aims to measure the level of importance, performance, and customer satisfaction regarding product quality and service quality dimensions. A descriptive quantitative method with a case study approach was employed. Data analysis was conducted using Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). The results show a conformity level of 98.46 percent for the product quality dimension, with top priority given to attributes such as the aroma representing the coffee's taste, ease of enjoyment, maintained quality, storability for the next day, consistent taste in every serving, and the availability of complete flavor variants. For the service quality dimension, the conformity level reached 91.27 percent, with the main priority on the availability of toilets in the coffee shop. Based on the CSI analysis, customer satisfaction with product quality reached 75.84 percent, categorized as very satisfied, while satisfaction with service quality stood at 74.21 percent, categorized as satisfied.

Keywords: product quality, service quality, customer satisfaction