

**FAKTOR FAKTOR YANG MEMPENGARUHI KEPUASAN KONSUMEN
MINUMAN KOPI DI BANARAN 9 COFFEE AND TEA DESA
GEMAWANG, KECAMATAN JAMBU, KABUPATEN SEMARANG**

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ABSTRAK

Penelitian ini dilakukan di Banaran 9 Coffee and Tea Gemawang. Tujuan dari penelitian ini adalah: 1) Menganalisis tingkat pencapaian kinerja perusahaan dan tingkat pencapaian kepentingan konsumen kafe Banaran 9 2) Menganalisis kepuasan konsumen minuman kopi berdasarkan kesesuaian antara *Importence-Performance* 3) Menganalisis indikator yang menjadi prioritas perbaikan sebagai strategi meningkatkan kepuasan konsumen berdasarkan diagram *importence performance analysis* 4) Menganalisis pengaruh kualitas kopi, kualitas pelayanan, dan harga terhadap kepuasan konsumen di Banaran 9. Metode dasar yang digunakan adalah metode deskriptif dan dilaksanakan dengan metode studi kasus. Pengambilan responden menggunakan teknik *Accidental Sampling*. Teknik analisis yang digunakan dalam penelitian ini menggunakan Deskriptif, Tingkat kesesuaian *importence Performance*, diagram *Importence Performence Analysis* (IPA) dan Analisis regresi linier berganda. Berdasarkan hasil penelitian dapat disimpulkan bahwa : 1) Tingkat pencapaian kinerja perusahaan sebesar 66,8% atau kriteria sedang dan tingkat pencapaian kepentingan konsumen sebesar 80% atau kriteria tinggi. 2) Tingkat kepuasan konsumen berdasarkan kesesuaian *importence* dan *performance* sebesar 84,81% artinya konsumen masih belum puas. 3) Indikator yang menjadi prioritas perbaikan adalah kualitas aroma kopi, karakter kopi, keseimbangan rasa kopi, tingkat kelamaan rasa kopi di rongga mulut, keterjangkauan harga, kemampuan bersaing harga, kemampuan membeli konsumen. 4) Kualitas kopi, kualitas pelayanan dan harga berpengaruh terhadap kepuasan konsumen di Banaran 9 Coffee and Tea Gemawang,

Kata Kunci: Kepuasan konsumen, kualitas kopi, harga, kualitas pelayanan, kafe, kopi

**THE FACTORS THAT AFFECTING THE CUSTOMER
SATISFACTION OF COFFEE DRINK IN BANARAN 9 COFFEE AND
TEA GEMAWANG VILLAGE, JAMBU SUB-DISTRICT, SEMARANG
DISTRICT**

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ABSTRACT

This research has done in Banaran 9 Coffee and Tea Gemawang. This research aimed to: 1) Analyzed the achievement level of company performance and achievement level of customer interests of the Banaran 9 Cafe, 2) Analyzed the customer satisfaction based on the conformity between Importance-Performance, 3) Analyzed the indicators that became priority repair as the strategy to improve customer satisfaction based on importance performance analysis diagram 4) Analyzed the influence of coffee quality, service quality and the price toward the customer satisfaction in Banaran 9. The basic method used descriptive method and implemented with the case study. The retrieval of respondents used Accidental Sampling Technique. The analysis data technique in this research were descriptive, the level of conformity importance performance, importance Performance Analysis (IPA) diagram and multiple linear regression analysis. The results of this research concluded that : 1) The achievement level of performance company achievements was 66.8% or medium criteria and the achievement level of customer interests was 80% or high criteria. 2) The level of customer satisfaction based on conformity importance and performance was 84,81%, it meant the customer was not satisfied. 3) Indicators that became improvement priorities were the quality of the coffee flavour, the character of coffee, the balance of coffee taste, the level of coffee taste in the oral cavity, affordability of the price, competitiveness, and the ability to buy of the customers. 4) The quality of the coffee, the service quality and price were affecting the customer satisfaction at Banaran 9 Coffee and Tea Gemawang.

Keywords: Customer satisfaction. Coffee quality, price, service quality, cafe, coffee