ABSTRAK

Habitat Kafe adalah sebuah industri dibidang makanan dan minuman yang berada di Yogyakarta. Berdasarkan hasil wawancara dengan pemilik Habitat Kafe mengalami penurunan pendapatan dikarenakan kebijakan pemerintah menerapkan *physical distancing*. Hasil penyebaran kuesioner terbuka menunjukkan bahwa konsumen belum merasa puas atas layanan Habitat Kafe yang diberikan, diantaranya mengenai lamanya waktu menyajikan makanan dan minuman serta kurangnya fasilitas tambahan seperti tempat cuci tangan. Penelitian ini bertujuan untuk meningkatkan kepuasan pelanggan dengan cara memperbaiki kualitas layanan.

Dimensi kualitas pelayanan yang diukur adalah *tangibles* (5 atribut pelayanan)*, reliability* (5 atribut pelayanan), *responsiveness* (5 atribut pelayanan), *assurance* (5 atribut pelayanan) dan *empathy* (5 atribut pelayanan). Kelima dimensi tersebut diukur menggunakan metode *Importance Performance Analysis* (IPA) untuk menempatkan atribut-atribut ke dalam diagram kartesius. Prioritas perbaikan diketahui dengan menggunakan indeks *Potensial in Gain Customer Value* (PGCV). Kepuasan pelanggan secara keseluruhan dicari menggunakan metode *Customer Satisfaction Index* (CSI).

Hasil penelitian menunjukan bahwa tingkat kepuasan pelanggan secara keseluruhan adalah sebesar 71.35 %, yang berarti tingkat kepuasan pelanggan hanya mencapai rasa puas belum mencapai ketingkat maksimal yaitu sangat puas. Perbaikan hendaknya dapat dilakukan dengan mengutamakan atribut-atribut yang menjadi prioritas utama bagi konsumen agar tingkat kepuasan pelanggan meningkat.

Kata Kunci : Kepuasan Pelanggan, *Importance Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), dan *Potensial in Gain Customer Value* (PGCV).

ABSTRACT

Cafes habitat is a food and beverage industry based in yogyakarta. Based on the results of the interview with the cafe's habitat has been reduced in revenue due to a government policy of applying physical distension. The results of the release of an open questionnaire indicate that consumers have not been satisfied with the coverage of cafes habitat services, such as the length of time they serve food and drink and the lack of additional facilities such asa hand wash. The study aims to increase customer satisfaction by improving service quality.

The measured quality dimension of service is tangibles (5 attributes of service), qualities (5 attributes of service), responsiveness (5 attributes of service), assurance (5 attributes of service) and assurance (5 attributes of service). The five dimensions are measured using a method of importance performance analysis (science) to place attributes into the cartesius diagram. Repair priorities are known using a potential index in customer value gain (PGCV). Customer satisfaction on the whole is sought using csi customer records.

Research shows that total customer satisfaction is at 71.35%, which means the customer's level of satisfaction reaches only to the maximum, which is very satisfied. Improvements should be made by putting the attributes that are the top priority for the consumer to increase customer satisfaction.

Keywords : Customer satisfaction, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI), dan Potensial in Gain Customer Value (PGCV).