ABSTRAK

Persaingan kedai kopi di Yogyakarta menantang Starbucks menjaga kualitas layanan. Meski berstandar internasional, muncul keluhan soal waktu tunggu, interaksi barista, dan penyampaian nilai keberlanjutan. Hal ini menunjukkan perlunya evaluasi layanan. Penelitian ini bertujuan menganalisis prioritas perbaikan kualitas layanan menggunakan metode *Importance Performance Analysis* (IPA) dan *Potential Gain in Customer Value* (PGCV) serta memberikan rekomendasi strategis atas temuan tersebut.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Data primer diperoleh melalui penyebaran kuesioner kepada 100 responden yang telah melakukan transaksi minimal dua kali dalam tiga bulan terakhir melalui *google form*. Instrumen pengukuran disusun berdasarkan lima dimensi kualitas layanan yaitu *tangibles, reliability, responsiveness, assurance*, dan *empathy*. Validitas diuji dengan korelasi *product moment*, sedangkan reliabilitas menggunakan *Cronbach's Alpha*. Pengolahan data menggunakan metode *Importance Performance Analysis* (IPA) dan *Potential Gain in Customer Value* (PGCV).

Hasil penelitian menunjukkan bahwa: (1) Prioritas perbaikan layanan di Starbucks Jogja City Mall didasarkan pada hasil analisis IPA dan PGCV. Berdasarkan IPA, atribut yang memerlukan perhatian utama adalah *responsiveness* berupa konsistensi kualitas minuman dan *assurance* yaitu rasa aman selama berada di gerai. Sementara itu, hasil PGCV menunjukkan tiga atribut dengan potensi peningkatan nilai layanan terbesar, yaitu rasa aman pelanggan di gerai (PGCV 5,00, dimensi *assurance*), keamanan dan transparansi proses transaksi (PGCV 4,62, *assurance*), serta perhatian personal staf kepada pelanggan (PGCV 4,59, *empathy*). Ketiga atribut ini merupakan fokus utama untuk meningkatkan kepuasan dan loyalitas pelanggan Starbucks. (2) Rekomendasi strategis mencakup peningkatan pelatihan staf pada aspek komunikasi dan pelayanan personal, penguatan sistem keamanan dan transparansi, serta pemeliharaan fasilitas pendukung agar sesuai harapan pelanggan. Upaya ini diharapkan dapat meningkatkan kualitas layanan dan memperkuat loyalitas konsumen.

Kata Kunci: Kualitas Pelayanan, Metode *Importance Performance Analysis*, dan Metode *Potential Gain in Customer Value* (PGCV)

ABSTRACT

The growing competition among coffee shops in Yogyakarta challenges Starbucks to maintain its service quality. Despite adhering to international standards, complaints have arisen regarding waiting times, barista interaction, and the delivery of sustainability values. This indicates the need for a thorough service evaluation. This study aims to analyze service quality improvement priorities using the Importance Performance Analysis (IPA) and Potential Gain in Customer Value (PGCV) methods, as well as to provide strategic recommendations based on the findings.

This research employs a descriptive quantitative approach. Primary data were collected through a questionnaire distributed via Google Forms to 100 respondents who had made at least two transactions within the last three months. The measurement instrument was developed based on five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Validity was tested using product-moment correlation, while reliability was assessed using Cronbach's Alpha. Data processing involved the IPA and PGCV methods.

The results indicate that: (1) Service improvement priorities at Starbucks Jogja City Mall are based on IPA and PGCV analyses. According to IPA, key attributes requiring attention are responsiveness, specifically the consistency of drink quality, and assurance, namely the sense of security while in the store. Meanwhile, PGCV results highlight three attributes with the greatest potential to increase service value: customer safety in the store (PGCV 5.00, assurance dimension), security and transparency of transaction processes (PGCV 4.62, assurance), and personal attention from staff to customers (PGCV 4.59, empathy). These three attributes are the main focus to enhance customer satisfaction and loyalty to Starbucks. (2) Strategic recommendations include improving staff training in communication and personalized service, strengthening security and transaction transparency systems, and maintaining supporting facilities to meet customer expectations. These efforts are expected to improve service quality and strengthen customer loyalty.

Keywords: *Service Quality, Importance Performance Analysis Method, Potential Gain in Customer Value (PGCV) Method*