

Nurfadilah. NPM 190331100050. Analisis Tingkat Kepuasan Konsumen Terhadap Produk dan Pelayanan di Cerita Kopi Xotus Bangkalan. Dibawah Bimbingan **Dr. Iffan Maflahah, S. TP., M.Si. dan R. Arief Firmansyah, S.TP., M.Si.**

ABSTRAK

“Cerita Kopi Xotus” merupakan salah satu *coffee shop* di Telang Bangkalan, dimana kafe unik akan tetapi terus mengalami fluktuasi pengunjung.. Tujuan dari penelitian ini yaitu (1) menelaah atribut produk dan pelayanan yang dianggap penting.(2) Mengukur tingkat kepuasan konsumen terhadap kualitas produk dan pelayanan. (3) menominasikan urutan atribut yang perlu diprioritaskan Metode yang digunakan dalam penelitian ini yaitu menggunakan metode *Customer Statisfaction Index* (CSI) dan metode *Potential Gain in Customer Value* (PGCV). Hasil dari penelitian ini yaitu atribut yang dianggap penting oleh pelanggan Penelitian menunjukan bahwa pada kualitas produk terdapat 6 atribut yang dianggap penting yaitu penyajian atau *plating* makanan yang menarik, kesesuaian kualitas makanan dengan porsi, kesesuaian kualitas makanan dengan harga, penyajian atau *plating* minuman yang menarik, kesesuaian kualitas minuman dengan porsi, kesesuaian kualitas minuman dengan harga. Sedangkan pada kualitas pelayanan terdapat 3 atribut penting yaitu secara keseluruhan kafe bersih dan rapi, kenyamanan pelanggan saat di kafe, dan kenyamanan proses transaksi. Tingkat kepuasan konsumen pada Kafe Cerita Kopi Xotus Bangkalan berdasarkan perhitungan *Customer Statisfaction Index* (CSI) pada kualitas produk sebesar 72% dan pada kualitas pelayanan sebesar 77%. Dimana angka ini masuk dalam kategori puas. Urutan atribut yang perlu diprioritaskan pada kualitas produk yaitu variasi menu makanan, kesesuaian kualitas makanan dengan harga, dan potongan harga. Sedangkan pada kualitas pelayanan yaitu ketersediaan lahan parkir, tempat sampah, dan kebersihan toilet.

Kata kunci: *Kualitas Produk, Kualitas Pelayanan, Customer Statisfaction Index (CSI), Potential Gain In Customer Values (PGCV)*

Nurfadilah. NPM 190331100050. *Analysis of Consumer Satisfaction Levels for Products and Services at Xotus Bangkalan Coffee Stories. Under the guidance of Dr. Iffan Maflahah, S. TP., M.Sc. and R. Arief Firmansyah, S.TP., M.Si.*

ABSTRACT

“Cerita Kopi Xotus” is one of the coffee shops in Telang Bangkalan which has its own uniqueness but still experiences fluctuations in visitors. This study aims to (1) examine the attributes of products and services that are considered important. (2) measure the level of consumer satisfaction with the quality of products and services. (3) nominate the sequence of attributes that need priority. The methods used in this study are the Customer Statistics Index (CSI) method and the Potential Gain in Customer Value (PGCV) method. The results of this study are attributes that are considered important by customers. Research shows that in product quality there are 6 attributes that are considered important, namely attractive presentation or plating of food, suitability of food quality with portions, suitability of food quality and price, attractive serving or plating of drinks, suitability of drink quality. with the portion, suitability of the quality of the drink with the price. As for service quality, there are 3 important attributes, namely clean and tidy cafe as a whole, customer comfort while in the cafe, and ease of transaction processing. The level of customer satisfaction at Cafe Xotus Coffee Story Bangkalan based on the calculation of the Customer Statistics Index (CSI) for product quality is 72% and service quality is 77%. Where this figure is included in the satisfied category. The order of attributes that need to be prioritized for product quality is a variety of food menus, suitability of food quality with price, and price discounts. While the quality of service is the availability of parking lots, trash cans, and cleanliness of toilets.

Keywords: *Product Quality, Service Quality, Customer Statistics Index (CSI), Potential Gain In Customer Values (PGCV)*