

ABSTRAK

Persaingan bisnis kopi di zaman sekarang terbilang sangat ketat. Minuman kopi menjadi minuman favorit masyarakat Indonesia, terutama mahasiswa. Berdasarkan hal tersebut maka beberapa tempat *ngopi* diharuskan mempunyai ciri khas tersendiri agar menarik pelanggan. Namun ciri khas tanpa didukung oleh kualitas pelayanan dalam menyajikan minuman tersebut juga perlu dipertimbangkan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan dengan melakukan studi pada pelanggan Warung Wayang. Variable yang digunakan dalam penelitian ini adalah bukti fisik, kehandalan, daya tanggap, jaminan, empati, dan kepuasan pelanggan. Pengujian analisis data dalam penelitian ini dilakukan dengan menggunakan program IBM SPSS Statistics 22 For Windows. Secara simultan variable bukti fisik, kehandalan, daya tanggap, jaminan, dan empati berpengaruh terhadap kepuasan pelanggan.

Kata kunci: Kopi, Kualitas, Kepuasan

ABSTRACT

Competition in coffee shop business today is very tight. Coffee is a favorite drinks of Indonesian people, especially collage students. Based on this, several coffee shop are required to have their own characteristics in order to attract customers. However, the characteristics without being supported by the quality of sevice in serving these drinks also need to be considered. This study aims to determine the effect of sevice quality on customer satisfaction by conducting a study on customers of Warung Wayang. The variables used in this study are tangible, reliability, responsiveness, assurance, empathy, and customer satisfaction. Testing data analysis in this study was conducted using the IBM SPSS Statistics 22 For Windows program. Simultaneously, the variables of tangible, reliability, responsiveness, assurance, and empathy have an effect on customer satisfaction.

Keywords: Coffee, Quality, Satisfaction