

ABSTRACT

A coffee shop is a place that offers various types of coffee and non-alcoholic beverages, providing a relaxing atmosphere, a comfortable space, and equipped with various facilities such as music, TV, reading materials, internet connection, attractive interior design, and friendly service. This study aims to analyze the level of customer satisfaction at ST. Coffee Shop in Dewantara Subdistrict, North Aceh Regency, based on customer satisfaction factors, namely service quality, product quality, price, situational factors, and personal factors. The research method employed questionnaire validity testing and Importance Performance Analysis (IPA). Based on the analysis using the IPA method, only personal factors had a positive GAP value, indicating that the performance of ST. Coffee Shop based on personal factors has met customer expectations. Within personal factors, one attribute was identified as a top priority: customers are always prioritized by ST. Coffee Shop. Additionally, two attributes were found to be overperformed but highly satisfying: providing service without considering appearance/social status and employees consistently maintaining good relationships with customers. Meanwhile, service quality at ST. Coffee Shop showed the largest negative GAP value, indicating that its performance in this area falls significantly short of customer expectations. This was attributed to two attributes with mediocre performance: employees providing service as requested and the availability of multiple payment options (cash, QRIS, and transfers) to facilitate customer transactions.

Keywords: Coffee, expectation, IPA, performance, shop