

ABSTRAK

Kopi merupakan komoditas unggulan Indonesia, dan Aceh berperan sebagai salah satu daerah pemasoknya. Penelitian ini menganalisis kualitas kopi ASA Coffee Gayo menggunakan metode *Fuzzy Service Quality* yang dikombinasikan dengan *Importance Performance Analysis* (IPA). Data dikumpulkan dari 30 responden melalui kuesioner berbasis lima dimensi SERVQUAL : Tangibles, Reliability, Responsiveness, Assurance, dan Empathy. Data dikonversi menggunakan *Triangular Fuzzy Number* (TFN) dan didefuzzifikasi untuk memperoleh nilai *crisp*. Hasil menunjukkan gap tertinggi terdapat pada dimensi *Empathy* (-0,673), *Reliability* (5,589), *Assurance* (5,536), *Tangible* (5,383) dan *Responsiveness* (5,224). Sumbu X (persepsi) dan Sumbu Y (ekspektasi) data dinyatakan valid dan reliabel. Atribut dengan tingkat kesesuaian tertinggi adalah *Assurance* pada item pertanyaan P13 sebesar 100%, diikuti oleh *Reliability* pada item pertanyaan P6 sebesar 97%, *Tangible* pada item pertanyaan P1 sebesar 96%, *Empathy* pada item pertanyaan P18 sebesar 95%, dan *Responsiveness* pada item pertanyaan P9 sebesar 91%. Atribut yang termasuk dalam Kuadran A prioritas utama perbaikan. Secara keseluruhan, tingkat kesesuaian rata-rata adalah 89%, yang menandakan bahwa kualitas kopi ASA Coffee Gayo secara umum telah mendekati ekspektasi pelanggan. Namun, beberapa atribut masih perlu ditingkatkan untuk mencapai standar *Specialty Coffee Association of America* (SCAA), seperti aroma, keasaman, manis, rasa sisa, dan tekstur.

Kata kunci: Kualitas Kopi, Fuzzy Service Quality, IPA, SERVQUAL, SCAA

ABSTRACT

Coffee is a leading commodity in Indonesia, and Aceh serves as one of its supplier areas. This study analyzes the quality of ASA Coffee Gayo coffee using the Fuzzy Service Quality method combined with Importance Performance Analysis (IPA). Data were collected from 30 respondents through a questionnaire based on five SERVQUAL dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Data were converted using Triangular Fuzzy Number (TFN) and defuzzified to obtain crisp values. The results show the highest gaps are in the dimensions of Empathy (-0.673), Reliability (5.589), Assurance (5.536), Tangible (5.383), and Responsiveness (5.224). The X-axis (perception) and Y-axis (expectation) of the data are declared valid and reliable. The attribute with the highest level of conformity is Assurance in question item P13 at 100%, followed by Reliability in question item P6 at 97%, Tangibility in question item P1 at 96%, Empathy in question item P18 at 95%, and Responsiveness in question item P9 at 91%. Attributes included in Quadrant A are the main priority for improvement. Overall, the average conformity level is 89%, which indicates that the quality of ASA Coffee Gayo coffee has generally approached customer expectations. However, several attributes still need to be improved to reach the Specialty Coffee Association of America (SCAA) standards, such as aroma, acidity, sweetness, aftertaste, and texture.

Kata kunci : *Coffee Quality, Fuzzy Service Quality, IPA, SERVQUAL, SCAA*