

ABSTRACT

This research was conducted at Atu Singkih Bergendal (ASB) Coffee & Roastery Tambon Baroh, Dewantara District, North Aceh Regency. ASB Coffee & Roastery has been established since 2014. ASB Coffee & Roastery has varied customers with diverse needs and desires so that ASB Coffee & Roastery has difficulty in fulfilling the needs and desires of these customers. In addition, there are currently many new coffee shops popping up in North Aceh Regency, especially around ASB Coffee & Roastery. This can result in ASB Coffee & Roastery customers switching to a new coffee shop. One way to retain customers is to provide service and satisfaction according to customer wants and needs, so that in order to make it easier to fulfil customer needs it is necessary to identify customer segmentation to see which customers are potential between teenage, adult and elderly customers so that ASB Coffee & Roastery is maximised in fulfilling the wants and needs of its customers. The sample used in this study was 90 respondents. The data in this study were analysed using the Multi Objective Optimization on the basis of Ratio Analysis (MOORA) method with the help of Microsoft Excel. The results showed that the optimization value obtained at teenage age was 0.45, the optimization value for adult customers was 0.56, and the optimization value for elderly customers was 0.43. Based on the MOORA calculation, adult customers get the highest optimization value of 0.56, which means that adult customers are the selected alternative as potential customers at ASB Coffee & Roastery Tambon Baroh, Dewantara District, North Aceh Regency.

Keywords: coffee shop, decision making, Multi Objective Optimization on the basis of Ratio Analysis (MOORA), potential customers