

## ABSTRAK

Kepuasan pelanggan adalah perasaan puas dan terpenuhi akan produk atau pelayanan yang mereka dapatkan dari suatu penyedia layanan. Hal ini mencakup sejauh mana harapan dan kebutuhan pelanggan terpenuhi. Caffe bar-bar mucktail salah satu caffe yang berdiri di Desa Tandem Hilir II, Kabupaten Deli Serdang dan menjadi caffe yang pertama berdiri di Desa Tandem Hilir II. Penelitian ini bertujuan untuk mengetahui hasil dari cara caffe bar-bar mucktail dalam meningkatkan kepuasan pelanggan. Penelitian ini menggunakan metode penelitian kualitatif melalui pendekatan deskriptif. Berdasarkan hasil penelitian, maka dapat disimpulkan adanya penurunan kualitas pelayanan seperti keterlambatan pesanan yang diberikan caffe bar-bar mucktail kepada para pelanggan. Dan beberapa cara yang sangat efektif guna meningkatkan rasa kepuasan kepada pelanggan seperti dengan meningkatkan kualitas produk, harga dan rasa emosional yang sangat positif mempengaruhi pengalaman yang baik serta meningkatkan kepuasan kepada para pelanggan.

**Kata Kunci :** Kepuasan Pelanggan, Pelayanan, Kualitas Produk, Harga, Emosional

## ABSTRACT

*Customer satisfaction is the feeling of satisfaction and fulfillment with the products or services they receive from a service provider. It includes the extent to which customers' expectations and needs are met. Caffe Bar-Bar Mucktail is one of the cafes established in Tandem Hilir II Village, Deli Serdang Regency, and is the first cafe established in Tandem Hilir II Village. This study aims to determine the results of the services provided by Caffe Bar-Bar Mucktail in increasing customer satisfaction and the methods Caffe Bar-Bar Mucktail uses to enhance customer satisfaction. This research employs a qualitative research method through a descriptive approach. Based on the research results, it can be concluded that there is a decline in the quality of service, such as delays in orders provided by Caffe Bar-Bar Mucktail to customers. There are several effective ways to increase customer satisfaction, such as improving product quality, pricing, and creating a very positive emotional experience that significantly affects a good experience and enhances customer satisfaction.*

**Keywords:** *Customer Satisfaction, Service, Product Quality, Pricing, Emotional*