

ABSTRACT

ANALYSIS OF ATTRIBUTES OF INTEREST AND SERVICE PERFORMANCE DIJOU COFFEEBAR AND CAFÉ KIYO BANDAR LAMPUNG

By

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The purpose of this study was to identify the attributes of a coffee shop, both its importance and its performance as assessed by consumers. Furthermore, this study aimed to analyze the attributes of coffee shops whose performance needs to be maintained and improved. This research was conducted in two coffee shops in Bandar Lampung, namely Dijou Coffeabar and Cafe Kiyu. This study was done from August to September 2020. The sample was taken from the visitor population at the two coffee shops with a total sample of 35 respondents for each shop, or the total sample respondents were 70 people. The selection of 35 respondents in each shop was carried out in stages. First, the day and time of the interview were determined intentionally. Second, at each time the sample was selected randomly based on the table number. Each attribute of importance and performance was scored using a Likert scale. Data was collected by a questionnaire. Prior to study in two coffee shops, this questionnaire was tested for validity and reliability. Furthermore, these data were analyzed using the Importance Performance Analysis (IPA) method. The results showed that of the 25 attributes of importance, there were 17 attributes in Dijou Coffeabar and 18 in Cafe Kiyu, respectively. Furthermore, this study revealed that of the 25 satisfaction attributes, the numbers of satisfying attributes were 17 at Dijou Coffeabar and there are 18 at Cafe Kiyu. Attributes whose performance must be maintained in both shops are coffee taste, coffee price, consistency of coffee taste, accuracy in recording menus, security, product assurance, cleanliness, employee courtesy, ease of payment, convenience of place and availability of tables and chairs. Attributes whose performance must be improved at Dijou Coffeabar were speed of service, concern for customers, responsiveness to criticism and suggestions, availability of toilets and availability of wifi. Meanwhile, the attributes whose performance must be improved at Cafe Kiyu were the availability of wifi and the availability of parking spaces.

Keywords: coffee shop, attributes, importance and performance

ABSTRAK

ANALISIS ATRIBUT KEPENTINGAN DAN KINERJA PELAYANAN DIJOU COFFEEBAR DAN CAFÉ KIYO DI BANDAR LAMPUNG

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Tujuan penelitian ini adalah untuk mengidentifikasi atribut-atribut kedai kopi, baik kepentingan maupun kinerjanya yang dinilai oleh konsumen. Penelitian ini bertujuan untuk menganalisis atribut-atribut kedai kopi yang kinerjanya perlu dipertahankan dan ditingkatkan. Penelitian ini dilakukan di dua kedai kopi di Bandar Lampung, yakni Dijou Coffeabar dan Cafe Kiyoo. Pelaksanaannya pada Agustus sampai dengan September 2020. Sampel diambil dari populasi pengunjung di kedua kedai kopi dengan jumlah sampel untuk tiap kedai sebanyak 35 orang responden, atau jumlah seluruh sampel adalah sebanyak 70 orang. Pemilihan 35 orang responden di tiap kedai dilakukan secara bertahap. Pertama, hari dan waktu wawancara ditentukan secara sengaja. Kedua, pada tiap waktu wawancara sampel dipilih secara random berdasarkan nomor meja. Tiap atribut kepentingan dan kinerja diskor menggunakan skala likert. Pengumpulan data dilakukan dengan kuesioner. Sebelum penelitian di dua kedai kopi, kuesioner ini diuji dulu validitas dan reliabilitasnya. Data dianalisis dengan menggunakan metode *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa dari 25 atribut kepentingan, secara berturut-turut jumlah atribut yang penting ada sebanyak 17 atribut di Dijou Coffeabar dan sebanyak 18 atribut di Cafe Kiyoo. Penelitian ini menunjukkan bahwa dari 25 atribut kepuasan, secara berturut-turut jumlah atribut yang memuaskan ada sebanyak 17 di Dijou Coffeabar dan ada sebanyak 18 di Cafe Kiyoo. Atribut yang kinerjanya harus dipertahankan di kedua kedai yaitu cita rasa kopi, harga kopi, konsistensi rasa kopi, ketelitian mencatat menu, keamanan, jaminan produk, kebersihan, kesopanan karyawan, kemudahan pembayaran, kenyamanan tempat dan ketersediaan meja dan kursi. Atribut yang kinerjanya harus ditingkatkan di Dijou Coffeabar yaitu kecepatan pelayanan, kepedulian pada pelanggan, ketanggapan kritik dan saran, ketersediaan toilet dan ketersediaan wifi. Sementara itu, Atribut yang kinerjanya harus ditingkatkan di Cafe Kiyoo yaitu ketersediaan wifi dan ketersediaan tempat parkir.

Kata Kunci : kedai kopi, atribut, kepentingan dan kinerja