

## **ABSTRACT**

### **The Importance and Performance Analysis of Ketje's Coffee and Lokal's Coffee Services in Metro City**

**By**

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The rapid increase in the number of coffee shops in various cities has led to increasingly fierce competition between coffee shops. To survive, a coffee shop needs to provide the best service so that its customers are satisfied. This satisfaction is achieved if the performance of service attributes that are considered important is in accordance with customer expectations. Therefore, this study aimed to identify the service attributes of coffee shops based on their importance and performance. The next objective was to analyze what service attributes need to be maintained and improved their performance. There were two coffee shops studied, namely Kopi Ketje (KK) and Local Coffee (LC). Both were located in Metro City, Lampung Province. Data collection was carried out in August-September 2020. The number of samples for each shop was 35 respondents, so the total sample was 70 respondents. The sampling technique was carried out in stages. The day and time of the interview was set intentionally. Furthermore, at each interview time, a sample of respondents was selected randomly based on table numbers. Attributes of importance and performance were measured on a likert scale. Data was collected by a questionnaire. Prior to study in two coffee shops, this questionnaire was tested for validity and reliability. The questionnaire with 25 attributes of importance and satisfaction was valid and reliable. The data were analyzed using the Importance Performance Analysis (IPA) method. The results showed that of the 25 service attributes studied, there were 15 attributes in the KK and 13 attributes in the LC which were considered important by the respondents. Furthermore, the results of this study indicated that there were 9 attributes in the KK and 7 attributes in the LC which are considered satisfactory. Attributes that need to be maintained at the two shops are taste, product suitability, cleanliness of the place, and the friendliness and courtesy of employees. Furthermore, the performance attributes that need to be improved in the two shops are price, availability of parking spaces and availability of prayer rooms.

Keywords: coffee shop, service attributes, importance, performance

## **ABSTRAK**

### **ANALISIS TINGKAT KEPENTINGAN DAN KINERJA PELAYANAN KEDAI KOPI KETJE DAN LOKAL COFFEE DI KOTA METRO**

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Peningkatan yang pesat jumlah kedai kopi di berbagai kota menyebabkan persaingan antar-kedai kopi semakin ketat. Untuk dapat bertahan, suatu kedai kopi perlu memberikan pelayanan yang terbaik agar pelanggannya puas. Kepuasan ini tercapai apabila kinerja atribut-atribut pelayanan yang dinilai penting sesuai dengan harapan pelanggannya. Oleh sebab itu, penelitian ini bertujuan untuk mengidentifikasi atribut-atribut pelayanan kedai kopi berdasarkan kepentingan dan kinerjanya. Tujuan selanjutnya adalah untuk menganalisis atribut-atribut pelayanan apa saja yang perlu dipertahankan dan ditingkatkan kinerjanya. Ada dua kedai kopi yang diteliti, yakni Kopi Ketje (KK) dan Lokal Coffee (LC). Keduanya berlokasi di Kota Metro, Provinsi Lampung. Pengumpulan data dilakukan pada Agustus-September 2020. Jumlah sampel untuk tiap kedai adalah sebanyak 35 responden, sehingga jumlah seluruh sampel sebanyak 70 responden. Teknik pengambilan sampel dilakukan secara bertahap. Hari dan waktu wawancara ditetapkan secara sengaja. Selanjutnya, pada tiap waktu wawancara, sampel responden dipilih secara acak berdasarkan nomor meja. Atribut-atribut kepentingan dan kinerja diukur dalam skala likert. Pengumpulan data dilakukan dengan kuesioner. Sebelum penelitian di dua kedai kopi, kuesioner ini diuji dulu validitas dan reliabilitasnya. Kuesioner dengan 25 atribut kepentingan dan kepuasan valid dan reliabel. Data dianalisis dengan metode *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa dari 25 atribut pelayanan yang diteliti, terdapat 15 atribut di KK dan 13 atribut di LC yang dinilai penting oleh responden. Selanjutnya, hasil studi ini menunjukkan bahwa terdapat 9 atribut di KK dan 7 atribut di LC yang dinilai memuaskan. Atribut-atribut yang perlu dipertahankan kinerjanya di kedua kedai yaitu cita rasa, kesesuaian produk, kebersihan tempat, serta keramahan dan kesopanan karyawan. Selanjutnya, atribut-atribut yang perlu ditingkatkan kinerjanya di kedua kedai yaitu harga, ketersediaan tempat parkir dan ketersediaan mushola.

Kata kunci : kedai kopi, atribut pelayanan, kepentingan, kinerja