

## **ABSTRAK**

### **IMPORTANCE AND PERFORMANCE ANALYSIS OF ATTRIBUTES FOR TWO COFFEE SHOPS, DR. KOFFIE AND AMNESTI COFFEE, IN BANDAR LAMPUNG**

**By**

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This study aimed to identify the service attributes of coffee shops based on their importance and performance, which were then analyzed to identify attributes that need to be maintained and their performance need to be improved. The coffee shops studied were Dr. Koffie and Amnesty Coffee in Bandar Lampung. The data collection was carried out in November-December 2020. The number of samples at each coffee shop was 35 respondents taken from the visitor population of each coffee shop, so the total sample was 70 respondents. The day and time of data collection was set intentionally. Furthermore, at each time of data collected, the sample was selected by drawing table numbers. Data were collected by interviewing respondents based on a questionnaire with 22 attributes of importance and performance which had been tested for validity and reliability. The data were analyzed using the Importance Performance Analysis (IPA) method. The results of this study indicated that there were 11 attributes in Dr. Koffie and 12 attributes in Amnesty Coffee that were considered important by consumers. Furthermore, successively there were 10 attributes in Dr. Koffie and 8 attributes at Amnesty Coffee whose performances were considered satisfactory. Therefore, the performance of these attributes in the two cafes needs to be maintained. Meanwhile, in a row there is 1 attribute in Dr. Koffie and 4 attributes in Amnesty Coffee whose performance needs to be improved.

**Keywords:** attributes, coffee shop, importance, performance

## **ABSTRAK**

### **ANALISIS TINGKAT KEPENTINGAN DAN KINERJA ATRIBUT DUA KEDAI KOPI, DR. KOFFIE DAN AMNESTI COFFEE, DI BANDAR LAMPUNG**

**Oleh**

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Penelitian ini bertujuan untuk mengidentifikasi atribut-atribut pelayanan kedai kopi berdasarkan kepentingan dan kinerjanya yang selanjutnya dianalisis untuk mengidentifikasi atribut-atribut yang perlu dipertahankan dan ditingkatkan kinerjanya. Kedai kopi yang diteliti, yakni Dr. Koffie dan Amnesti Coffee di Bandar Lampung. Pengumpulan data dilakukan pada November- Desember 2020. Jumlah sampel pada tiap kedai kopi sebanyak 35 responden yang diambil dari populasi pengunjung tiap kedai kopi, sehingga jumlah keseluruhan sampel sebanyak 70 responden. Hari dan waktu pengumpulan data ditetapkan secara sengaja. Selanjutnya, pada tiap waktu pengumpulan data, sampel dipilih dengan mengundi nomor meja. Pengumpulan data dilakukan dengan wawancara kepada responden berdasarkan kuisioner dengan 22 atribut kepentingan dan kepuasan yang telah diuji validitas dan reliabilitasnya. Data dianalisis dengan metode *Importance Performance Analysis* (IPA). Hasil penelitian ini menunjukkan bahwa ada 11 atribut di Dr. Koffie dan 12 atribut di Amnesti Coffee yang dinilai penting oleh konsumen. Selanjutnya, secara berturut-turut terdapat 10 atribut di Dr. Koffie dan 8 atribut di Amnesti Coffee yang kinerjanya dinilai memuaskan. Oleh sebab itu, kinerja atribut-atribut ini di dua kafe perlu dipertahankan kinerjanya. Sementara itu, secara berturut-turut terdapat 1 atribut di Dr. Koffie dan 4 atribut di Amnesti Coffee yang kinerjanya perlu ditingkatkan.

Kata kunci : atribut, kedai kopi, kepentingan, kinerja