

## **ABSTRACT**

### **ANALYSIS OF CONSUMER SATISFACTION AT COFFEE FASTE IN BANDAR LAMPUNG CITY**

**By**

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The coffee shop industry in Indonesia has experienced rapid growth along with the increasing coffee consumption culture and changes in people's lifestyles. This condition also occurred in Bandar Lampung City, which was marked by the emergence of many coffee shops that intensified competition among business actors. This competition required coffee shop businesses to understand consumer needs and expectations in order to maintain customer satisfaction and loyalty. Coffee Faste Signature, as one of the coffee shops in Bandar Lampung City, needed to evaluate the performance of product, price, service, and facility attributes provided to consumers. This study aimed to identify consumer characteristics, analyze the level of importance and performance of service attributes, and analyze consumer satisfaction with product, price, service, and facility attributes at Coffee Faste in Bandar Lampung City. The research was conducted from November to December 2025 and involved 100 respondents determined using the Slovin formula with a 90% confidence level and a 10% margin of error through an accidental sampling technique. The analytical methods used included descriptive analysis, validity and reliability tests, Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI). The results showed that social media promotion, cleanliness of rooms and equipment, and the availability and function of supporting facilities were positioned in Quadrant I as the main priorities for improvement. The average conformity level reached 101%, indicating that the overall performance of Coffee Faste Signature was categorized as good. The CSI value of 83.59% indicated that consumers were very satisfied with the products, prices, services, and facilities provided.

**Keywords:** Coffee Faste, IPA, CSI

## ABSTRAK

### ANALISIS KEPUASAN KONSUMEN PADA *COFFEE FASTE SIGNATURE* DI KOTA BANDAR LAMPUNG

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Perkembangan industri *coffee shop* di Indonesia mengalami peningkatan yang pesat seiring dengan meningkatnya budaya konsumsi kopi dan perubahan gaya hidup masyarakat. Kondisi ini juga terjadi di Kota Bandar Lampung yang ditandai dengan semakin banyaknya *coffee shop* yang bermunculan sehingga persaingan antar pelaku usaha menjadi semakin ketat. Persaingan tersebut menuntut setiap *coffee shop* untuk memahami kebutuhan dan harapan konsumen agar mampu mempertahankan kepuasan serta loyalitas pelanggan. *Coffee Faste Signature* sebagai salah satu *coffee shop* di Kota Bandar Lampung perlu melakukan evaluasi terhadap kinerja atribut produk, harga, pelayanan, dan fasilitas yang diberikan kepada konsumen. Penelitian ini bertujuan untuk mengidentifikasi karakteristik konsumen, menganalisis tingkat kepentingan dan kinerja atribut layanan, serta menganalisis tingkat kepuasan konsumen terhadap atribut produk, harga, pelayanan, dan fasilitas pada *Coffee Faste* di Kota Bandar Lampung. Penelitian dilaksanakan pada bulan November hingga Desember 2025 dengan melibatkan 100 responden yang ditentukan menggunakan rumus Slovin dengan tingkat kepercayaan 90% dan *margin of error* 10% melalui teknik *accidental sampling*. Metode analisis yang digunakan meliputi analisis deskriptif, uji validitas dan reliabilitas, *Importance Performance Analysis* (IPA), dan *Customer Satisfaction Index* (CSI). Hasil penelitian menunjukkan bahwa atribut promosi melalui media sosial, kebersihan ruangan dan peralatan, serta ketersediaan dan fungsi fasilitas tambahan berada pada Kuadran I sebagai prioritas utama perbaikan. Nilai rata-rata tingkat kesesuaian sebesar 101% menunjukkan bahwa kinerja *Coffee Faste Signature* secara umum tergolong baik. Hasil perhitungan CSI sebesar 83,59% menunjukkan bahwa konsumen berada pada kategori sangat puas terhadap produk, harga, pelayanan, dan fasilitas yang diberikan.

Kata Kunci: *Coffee Faste*, IPA, CSI