

ABSTRACT

The rapid development of business in Indonesia can be seen from the emergence of small business such as MSMEs to large companies. With this development, business people are asked to come up with a mature idea to get as many consumers as possible. Starting from an interesting idea for the product is also interesting in terms of service. The purpose of this study is to find out what kind of service quality consumers expect and what quality needs to be improved from Maze Café. Because there are complaints about the services offered to customers so that customers are a little disappointed with the service. This research method uses descriptive. The sampling technique was that they had visited the Maze Café by distributing questionnaires to 100 respondents. This study uses Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods with 5 dimensions (quality of service), namely tangible, reliability, responsiveness, assurance, and empathy.

The result of calculating the average descriptive analysis in reality is 84%, which means it is very important. While the average result of descriptive analysis on expectations is 9,2% which means it is very important. The result of the Customer Satisfaction Index score of 84,38% indicates that it is in position between 81,25% - 100% which means it is very important.

The result of Analysis calculations from the importance Performance Analysis (IPA) matrix, quadrant III (Concentrate Management Here) where ranking is important and performance doesn't meet service quality standards shows that the Maze Cafe attribute in serving customers quickly doesn't meet the needs of service quality standard.

Key Words : Service Quality, Importance Performance Analysis, Customer Satisfaction Index