ANALISIS KEPUASAN KONSUMEN KUBIK KOFFIE DI KOTA PADANG

SKRIPSI

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ABSTRAK


Kata Kunci: kepuasan konsumen, karakter konsumen, kinerja, kepentingan
ANALYSIS OF KUBIK KOFFIE CONSUMER SATISFACTION IN PADANG CITY

ABSTRACT

The purpose of this research is to describe Kubik Koffie's consumer profile, to describe the stages of the consumer decision-making process and analyze customer satisfaction with the quality of service offered. The method used in this study is a case study method. Respondent samples were selected by accidental sampling method, with a total of 100 visitors to Kubik Koffie. The first purpose is to describe consumer profiles by giving questionnaires based on the demographic characteristics of consumers, and the second purpose is to provide a questionnaire based on the stages of the decision making process, while the third purpose is to analyze customer satisfaction based on 7P marketing mix with importance performance analysis (IPA) methods and customers satisfaction index (CSI). The results of the study concluded that the majority of Kubik Koffie consumer profiles are male aged 17-25 years, unmarried, the last high school and undergraduate education, working as students and private employees and having an income between Rp. 500,000 - Rp. 1,000,000. The second purpose starts from the problem recognition stage with the reason of visiting to gather with family, friends or colleagues. The information search stage of consumers getting information comes from friends or co-workers. The information known about Kubik Koffie has a comfortable atmosphere. The purchase stage, the majority of consumers visit Kubik Koffie with friends. In the alternative evaluation stage, in general Kubik Koffie has the same quality as the other coffee shops. The post-purchase stage, consumers are generally satisfied, if there is an increase in prices, consumers choose to continue to consume. While the third purpose in the IPA method, the performance level has a good category and the level of importance has a very high category. In the CSI method, the value obtained is 0.80 which is categorized as satisfied consumers. The author suggests Kubik Koffie to make improvements of attributes that have a low level of performance while the level of importance is high.

Keywords: customer satisfaction, consumer character, performance, importance