

**ANALISIS TINGKAT KEPUASAN KONSUMEN PADA  
*COFFEE SHOP* KELOKOPI DI KOTA BATUSANGKAR**

**SKRIPSI**

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## Abstrak

Bisnis *coffee shop* telah berkembang secara luas di Kota Batusangkar. *Coffee shop* Kelokopi merupakan salah satu *coffee shop* dengan *layout* unik yang sudah berdiri selama lima tahun di Kota Batusangkar. Kelokopi dihadapkan dengan persaingan bisnis kedai kopi dan memiliki pendapatan yang berfluktuasi sehingga pengelola *coffee shop* perlu mengetahui keinginan dan kebutuhan konsumennya agar mampu bersaing. Penelitian ini bertujuan untuk mendeskripsikan karakteristik konsumen dan menganalisis kepuasan konsumen pada *coffee shop* Kelokopi. Penelitian ini menggunakan metode survei dengan menyebarkan kuesioner kepada 72 responden yang merupakan konsumen *coffee shop* Kelokopi. Hasil penelitian menunjukkan bahwa konsumen Kelokopi didominasi oleh konsumen berjenis kelamin laki-laki sebanyak 43 orang, sebagian besar berusia dewasa awal (19-24 tahun), pendidikan terakhir sekolah menengah atas (SMA), pekerjaan pelajar/mahasiswa, sebagian besar memiliki pendapatan >Rp 500.000 – 1.500.000 perbulan dan berdomisili di Kota Batusangkar. Hasil *Importance Performance Analysis* menjelaskan bahwa rata-rata tingkat kepentingan mencapai nilai 4,14 yang berarti penting dan rata-rata tingkat kinerjanya mencapai nilai 4,04 yang artinya secara keseluruhan dinilai baik oleh konsumen. Indikator kinerja yang kurang memuaskan bagi konsumen yaitu porsi makanan dan minuman yang dinilai sedikit terutama minuman yang menggunakan gelas plastik serta indikator ketersediaan papan nama yang dinilai berada dibawah batas ambang absolut sehingga kurang menarik perhatian konsumen. Oleh karena itu, pihak *coffee shop* Kelokopi harus memperbaiki kedua indikator ini untuk meningkatkan kepuasan konsumen. Sedangkan hasil *Customer Satisfaction Index* mencapai 0.812 dengan makna bahwa indikator keseluruhan *coffee shop* Kelokopi sangat memuaskan konsumen.

Kata kunci: *Coffee shop* Kelokopi, kepuasan konsumen, kopi

## **ANALYSIS OF CONSUMER SATISFACTION AT KELOKOPI COFFEE SHOP IN BATUSANGKAR CITY**

### ***Abstract***

*The coffee shop business has expanded significantly in Batusangkar City. Kelokopi coffee shop is one of the coffee shops known for its distinctive layout, and it has been operating for five years in Batusangkar City. Kelokopi faces competition in the coffee shop business and has experienced fluctuating revenues, which means coffee shop managers need to understand the wants and needs of their consumers in order to remain competitive. This study aims to describe consumer characteristics and analyze consumer satisfaction at Kelokopi coffee shop. This study employed a survey method by distributing questionnaires to 72 respondents who are consumers of Kelokopi coffee shop. The results showed that Kelokopi's consumers were predominantly male, with 43 respondents being male, and mostly in early adulthood (19-24 years old). The majority of respondents' last level of education was senior high school (SMA), and they were primarily students with an income of >500,000 – 1,500,000 IDR, residing in Batusangkar City. The results of the Importance Performance Analysis indicate that the average level of importance reached 4.14, signifying it as important, and the average level of performance reached 4.04, meaning that overall, it was rated positively by consumers. However, performance indicators which were unsatisfactory for consumers include the portion size of food and beverages, which were considered small, especially beverages served in plastic cups, and the availability of signage, which was seen as inadequate and did not attract consumer attention. Therefore, Kelokopi coffee shop must improve these two indicators to increase consumer satisfaction. Meanwhile, the value of the Customer Satisfaction Index was 0.812, which means that the overall indicators of Kelokopi coffee shop satisfied consumers*

**Keywords:** *Kelokopi coffee shop, consumer satisfaction, coffee*