

TINGKAT KEPUASAN KONSUMEN DALAM MENGONSUMSI PRODUK MINUMAN KOPI BERDASARKAN ATRIBUT PRODUK

(Studi Kasus KL Coffee Bandar Lampung)

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ABSTRAK

Maraknya kedai kopi di Bandar Lampung menyebabkan masyarakat memiliki banyak pilihan sesuai dengan keinginan masyarakat. Salah satu kedai kopi yang bertahan dari pesatnya perkembangan bisnis kedai kopi di Bandar Lampung adalah KL Coffee. Tugas akhir ini bertujuan untuk mendeskripsikan karakteristik konsumen Kopi KL, menganalisis tingkat kepuasan dan rekomendasi perbaikan prioritas Kopi KL, serta untuk mengetahui loyalitas konsumen Kopi KL. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah Accidental Sampling. Responden dalam penelitian ini berjumlah 52 responden. Metode analisis data yang digunakan adalah analisis deskriptif, analisis Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), dan Net Promoter Score (NPS). Hasil penelitian menunjukkan bahwa karakteristik responden Kopi KL sebanyak 78,85% responden berusia 21-25 tahun, didominasi oleh konsumen wanita sebanyak 61,54% responden, sebanyak 88,46% responden belum menikah, 50% responden memiliki D4 Pendidikan /S1, dengan 46,15% responden memiliki uang jajan/penghasilan per bulan sebesar Rp. 500.000 – Rp. 2.500.000, serta anggota keluarga 1-4 orang sebanyak 50% responden dan 5-8 orang sebanyak 50% responden. Hasil analisis dengan menggunakan metode Customer Satisfaction Index (CSI) menunjukkan tingkat kepuasan pelanggan sebesar 87,80% yang termasuk dalam kategori sangat puas. Rekomendasi perbaikan untuk KL Coffee adalah instrumen yang berada pada kuadran I diagram kartesius Importance Performance Analysis (IPA) ada 4 instrumen yaitu konsumen berharap harga produk yang ditawarkan KL Coffee terjangkau dengan kualitas, konsumen berharap produk yang disajikan memiliki rasa yang stabil di setiap musim. Presentasi. Hasil perhitungan Net Promoter Score (NPS) didapatkan hasil sebesar 30,77% yang termasuk dalam kategori loyal.

Kata Kunci : Kepuasan Konsumen, Kopi KL, Atribut Produk

ABSTRACT

The rise of coffee shops in Bandar Lampung causes people to have many choices according to the wishes of the community. One of the coffee shops that has survived the rapid development of the coffee shop business in Bandar Lampung is KL Coffee. This final project aims to describe the characteristics of KL Coffee consumers, analyze the level of satisfaction and recommendations for improvement of KL Coffee priorities, as well as to determine the loyalty of KL Coffee consumers. The sampling technique used in this study is Accidental Sampling. Respondents in this study amounted to 52 respondents. The data analysis methods used are descriptive analysis, Customer Satisfaction Index (CSI) analysis, Importance Performance Analysis (IPA), and Net Promoter Score (NPS). The results showed that the characteristics of KL Coffee respondents were 78.85% of respondents aged 21-25 years, dominated by female consumers as many as 61.54% of respondents, as many as 88.46% of respondents were unmarried, 50% of respondents had a D4/S1 education, with 46.15% of respondents have pocket money/income per month as much as Rp. 500,000 – Rp. 2,500,000, as well as family members 1-4 people as much as 50% of respondents and 5-8 people as much as 50% of respondents. The results of the analysis using the Customer Satisfaction Index (CSI) method show that the level of customer satisfaction is 87.80% which is included in the very satisfied category. Recommendations for improvement for KL Coffee are instruments that are in quadrant I of the Cartesian diagram of Importance Performance Analysis (IPA) there are 4 instruments, namely consumers hope that the price of products offered by KL Coffee is affordable with quality, consumers

hope that the products served have a stable taste in every season. the presentation. The results of the calculation of the Net Promoter Score (NPS) obtained a result of 30.77% which is included in the loyal category.

Keywords : Consumer Satisfaction, KL Coffee, Service