

## ABSTRAK

Industri kafe di Kabupaten Bandung mengalami pertumbuhan yang pesat, menciptakan persaingan yang ketat. Salah satu tantangan yang dihadapi oleh Kafe Mazalat Food and Coffe, yang berlokasi di Jl. Raya Pangalengan No. KM 24, Cimaung, adalah penurunan jumlah pengunjung sebesar 30 % pada tahun 2023. yang berdampak pada pemasukan kafe. Penelitian ini bertujuan untuk menganalisis kualitas pelayanan di kafe tersebut yang diduga memengaruhi tingkat kunjungan pelanggan. Metode *Service Quality* (Servqual) untuk mengukur kesenjangan antara harapan dan persepsi pelanggan terhadap lima dimensi utama kualitas pelayanan: *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy*. Selain itu, metode *Importance Performance Analysis* (IPA) digunakan untuk menentukan prioritas perbaikan berdasarkan tingkat kepentingan dan kinerja. Data dikumpulkan melalui kuesioner yang melibatkan 73 responden, dengan mayoritas responden berusia umur 18-25 tahun (89%) dan 60,3% responden adalah laki-laki.

Hasil penelitian menunjukkan kesenjangan negatif pada semua dimensi kualitas pelayanan, dengan rata-rata gap terbesar pada dimensi *Reliability* (-0,7) dan *Responsiveness* (-0,8), sedangkan gap terkecil terdapat pada dimensi *Tangibles* (-0,4). Berdasarkan analisis IPA, prioritas utama perbaikan meliputi pengurangan waktu tunggu pesanan serta peningkatan efisiensi pelayanan. Implementasi strategi perbaikan pada dimensi prioritas ini diharapkan dapat meningkatkan kepuasan pelanggan hingga 20% dan memperkuat daya saing Kafe Mazalat Food and Coffee di tengah persaingan industri kuliner di Kabupaten Bandung.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, *Service Quality* (Servqual), *Importance Performance Analysis* (IPA).

## ABSTRACT

The café industry in Bandung Regency has experienced rapid growth, creating intense competition. One of the challenges faced by Mazalat Food and Coffee, located at Jl. Raya Pangalengan No. KM 24, Cimaung, is a 30% decline in visitors in 2023, which significantly impacted its revenue. This study aims to analyze the service quality at the café, suspected to influence the number of customer visits. The research employed the Service Quality (Servqual) method to measure the gap between customer expectations and perceptions across five main dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Additionally, the Importance Performance Analysis (IPA) method was used to determine improvement priorities based on importance and performance levels. Data were collected through questionnaires involving 73 respondents, the majority aged between 18–25 years (89%) and 60.3% being male.

The results revealed negative gaps in all dimensions of service quality, with the largest average gaps found in Reliability (-0.7) and Responsiveness (-0.8), while Tangibles had the smallest gap (-0.4). Based on IPA analysis, the top improvement priorities include reducing order waiting times and enhancing service efficiency. The implementation of improvement strategies in these priority dimensions is expected to increase customer satisfaction by up to 20% and strengthen the competitiveness of Mazalat Food and Coffee amid the fierce competition in Bandung Regency's café industry.

*Keywords: Service Quality, Customer Satisfaction, Service Quality (Servqual), Importance Performance Analysis (IPA).*

