MEASUREMENT OF CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF HOBBIES CAFÉ AND LOUNGE BALIKPAPAN

A Thesis

Submitted in Partial Fulfillment of The Requirement for The Degree of Bachelor of Engineering in Industrial Engineering

Yuan Patricia Latumahina

13 14 07214

INTERNATIONAL INDUSTRIAL ENGINEERING PROGRAM

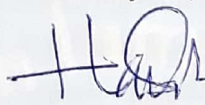**FACULTY OF INDUSTRIAL TECHNOLOGY**

UNIVERSITY OF ATMA JAYA YOGYAKARTA

2018

A THESIS ON

MESUREMENT OF CUSTOMER SATISFACTION TOWARDS THE SERVICE
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Submitted by

YUAN PATRICIA LATUMAHINA

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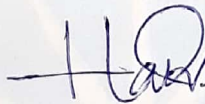
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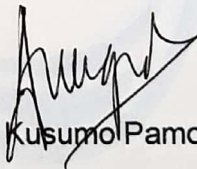Theodorus B. Hanandoko, S.T., M.T.

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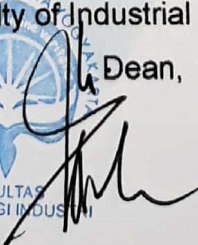
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Yogyakarta, January 18th 2019

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STATEMENT OF ORIGINALITY

I declare that the research with the title "Measurement of Customer Satisfaction towards The Service Quality of Hobbies Café and Lounge Balikpapan" in this thesis has never been submitted for any other degrees.

I cobfirm that to my knowledge and belief, this research paper I have written do not contain the works of other people unless thos cited in the quotations and bibliography, as a scientific paper should be.

Moreover in order to ensure the originality of paper, I believe and abide the rule by Ministry of Education and Culture of Republic Indonesia, subject to the provision of *Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 17 Tahun 2010 tentang Pencegahan dan Penanggulangan Plagiat di Perguruan Tinggi.*

Signature

Student name : Yuan Patricia Latumahina

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ABSTRACT

Hobbies Café and Lounge is a café located in the city of Balikpapan on Jalan AMD, Sumber Rejo, Balikpapan. The current condition that occur in the organization is that they have not done a measurement of customer satisfaction based on the service they provided in Hobbies Café and Lounge. The café also would want to know what their customer wants and what aspect the management of the café needs to be improved so that they could improve their service quality.

The objectives of this research are to measure the customer satisfaction by calculating the gap between the perception and expectation of the customer, identifying which attribute of service quality that needs to be improved and suggesting actions of improvement to the management of Hobbies Café and Lounge. To measure the gap between the perception and expectation of the customers, it is used the SERVQUAL method which has five dimensions of service quality which are tangible, reliability, responsiveness, assurance, and empathy with 31 attributes to measure the service quality of Hobbies Café and Lounge.

The result of the research shows that there are -0,69471 gap score in dimension of reliability, dimension of responsiveness with gap score of -0,658, dimension of assurance with gap score of -0,625, and dimension of empathy with gap score of -0,57667. According to the result of Importance-Performance Analysis, the attributes that become the priority to be improved are ARL2, ARL3, ARL7, ARS1, AA2, AA6, and AE2. Then, after knowing which attributes are the priority to be improved, it is suggested actions of improvement to the management of Hobbies Café and Lounge. Those suggestions actions of improvement are doing a regular inspection of the tools used in the kitchen, conduct training for new employee/current employee, inspecting the ingredients used for the food and beverage frequently, create standard of taste that must be achieved in making the food and beverage, adding numbers of employee, the management of the café should establish a criterion for each job if they decided to hire an employee, provide knowledge to employees on how to respond to customers or serve the customers, encourage the café's employee to learn the menu, have the café's area to be divided between each employee so their work can be focused and they will be well-prepared when the customers need them and there is no work being delayed.

Keywords: café, SERVQUAL, Importance-Performance Analysis, customer satisfaction