ANALYSIS OF CUSTOMER SATISFACTION SERVICES
AT MATCHBOX TOO COFFEE AND FRIENDS

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Abstract
Accompanying As the amount of cafe and restaurant that developing bigger and bigger, “Matchbox Too Coffee and Friends” to increasing the quality of the product in order to compete with the other cafes. The purpose of this research is want to know about the customer characteristic and customer satisfaction of “Matchbox Too Coffee and Friends” based on five dimention of services which are tangible, reliability, responsiveness, assurance, dan empathy. This research is using descriptive analysis, gap analysis (kartesius chart and paired test) and Cutomer Satisfation Index (CSI). Descriptive analysis result indicated that most customer customer of “Matchbox Too Coffee and Friends” who usualy come in 60,5% were female, 84,5% in the age interval at 16-25 years old, 57% work as student, and 30,5% of customers have montly revenues or allowance about Rp. 500.000 – Rp. 1.000.000. While from the variable of responden behavior, 90,5% customers know about “Matchbox Too Coffee and Friends” from their friends, 80% customer come with their friends, and 53,5% because its have comfortable enviroment. Based on gap analysis we know that still many services which need improvement in each dimentions. Overall, Customer Satisfaction Index (CSI) analysis stated identification that all of the customers feel satisfied with the service of “Matchbox Too Coffee and Friends”.

Keyword : Gap Analysis, Customer Satisfaction Index, Service Quality, Customer Satisfaction.