

Understanding The Customer Satisfaction Factors in Coffee Shop

T. Hermina

Universitas Garut, West Java, Indonesia

H. Fauziah

Universitas Garut, West Java, Indonesia

ABSTRACT: Since the percentage of coffee consumption in Indonesia increased, coffee shop growth has increased as well. This phenomenon has caused tighter competition among coffee shop entrepreneurs and courage the businessman to understand consumer behavior to expand the market. Therefore, this study purposed to identify the factor of satisfaction and the positioning attributes that impact the consumer's satisfaction. This research investigated 184 customers of Coffee Shop in Garut Regency. The method of this research using quantitative and the primary data obtained through observation and share the questionnaire. Then, the data analytics use factor analysis and multi-dimensional scaling. The result of the research four factors impact satisfaction to the customer these factors are the taste of coffee, the freshness of coffee, the appearance of coffee, and the originality menu. Besides, the positioning of customer's satisfaction indicates that freshness of coffee and originality menu has a similar perception of coffee shop satisfaction while the taste of coffee and appearance of coffee has a different perception of coffee shop's customer.