

ABSTRACT

The rapid growth of the coffee shop industry in Indonesia has led to fierce competition among business people. Therefore, efforts in the form of innovation need to be made in order to get satisfaction from customers. This study aims to determine customer satisfaction and consumer profiles at Milos Coffee Purwokerto. The method used in this study is k-means clustering analysis and biplot analysis. A total of 92 Milos Coffee customer respondents contributed to this study. The data collection technique is by distributing questionnaires regarding prices, product quality, services and facilities to Milos Coffee Purwokerto customers. The results of the study based on k-means and biplot clustering analysis state that 5 clusters are formed which are used to measure perceptions of variables and then there is closeness between variables and the strong influence of price, product quality, service and facilities variables on customer satisfaction.

Keywords: Customer Satisfaction, Consumer Profiles, Price, Product Quality, Service, and Facilities