# ABSTRACT

The development of the coffee shop business is influenced by the development of socio-economic communities and lifestyles. This is the condition that spurs the growth of coffee shops by carrying out various concepts to increase customer satisfaction. Kedai Kopi Picnic is one of the coffee shops in the Tasikmalaya district which is in the development stage. The decline in the number of consumers at the Kopi Picnic shop made this business not reach the predetermined target and this was to move faster in terms of attracting consumers. Therefore, it is necessary to conduct an analysis that aims to determine consumer satisfaction with Kedai Kopi Picnic. The level of consumer satisfaction can be measured using the instrument dimensions of physical evidence (tangible). (reliability), (responsiveness), (assurance), and attention (empathy). The methods used in this research are the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). Based on the results of research using the CSI method. the results were 36.12%. which means that they were not satisfied with the services that had been served. and based on the IPA method. the results of the match rate were 59%. which means that the level of conformity with the attributes was not appropriate. However. based on the results of the cartesian diagram. there are still attributes that are included in the first quadrant of improvement priorities contained in the Tangibles and Responsiveness dimensions.

Keywords: Coffee Shop, Customer Satisfaction Index (CSI), Important Performance Analysis (IPA).