ABSTRACT

An Analysis of Consumer’s Satisfaction at The Coffee Bean & Tea Leaf
Sudirman Plaza

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In Jakarta nowadays many café can be easily found, even the existence of the café has become a part of life of urban communities. One of them is The Coffee Bean & Tea Leaf which is distinguished company engaged in the beverage business, especially coffee and tea drinks. The purpose of this study is to analyze the factors that affect consumer satisfaction at The Coffee Bean & Tea Leaf, and formulating managerial implications to using questionnaires. The sampling method used in this study was Convenience Sampling method. There were 100 respondents on this study. Data was analyzed using Validity Test, Reliability Test, Descriptive Analysis, Gap Analysis, Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI). The results of this study indicate that in general consumers were satisfied with the performance of The Coffee Bean and Tea Leaf. Importance Performance Analysis results show that attributes which are located on the first quadrant must improved their performance to satisfy consumer. Based on Gap Analysis, consumers have high expectations for the drinks’ flavor, but their performances have not met the customer expectations yet. While the attributes that were not expected by the consumer is the availability of television

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