

**ANALYSIS OF CUSTOMER SATISFACTION WITH THE MARKETING
MIX OF OMAH KOPI CAFE IN PATRANG DISTRICT, JEMBER
REGENCY**

Mentored by Dian Galuh Pratita S.P., M.Sc.

M ABBAS ALI

Study Program of Coffee Plantation Management

Department of Agricultural Production, Jember State Polytechnic

e-mail : aabasali869@gmail.com

ABSTRACT

Satisfaction is an attitude that is decided based on accumulated experience. It urgently needs research to show whether there are prior expectations, which is the most important part of satisfaction. The importance of this research for Omah Kopi cafe is to obtain information related to customer satisfaction as a reference for the future development strategy of Omah Kopi Cafe. The data analysis used in this research is quantitative descriptive analysis and the data analysis method used in this sense is a Likert scale. The results of the analysis of the product got an average consumer response rating in the very good category, namely on the V60 menu with a score of 4.4 and consumer satisfaction is very satisfied with a score of 4.3. Prices with very good consumer response with a score of 4.3 and very satisfied consumer satisfaction with a score of 4.43. Place according to consumer response is very good with a score of 4.7 with a very satisfied score of 4.76. Promotion got a very good response rating score of 4.13 and a satisfied rating with a score of 3.38. The conclusion that the 4Ps studied at Omah Kopi Cafe achieved a very good rating from consumer responses and were very satisfied from consumer assessments of products, prices, places and promotions.

Keywords: Satisfaction, Response, Café, 4P, Café Owner Strategy