

ABSTRACT

This study explores customer satisfaction at Kopi 16 Pro in Palembang using the SERVQUAL model, which includes tangibles, reliability, responsiveness, assurance, and empathy. A qualitative approach was used through interviews, observations, and documentation. Results show that customers are satisfied with the ambiance and product quality, but improvements are needed in service speed and consistency. Tangibles and empathy were the most positively perceived dimensions. The findings aim to help Kopi 16 Pro enhance service quality and customer loyalty.

Keywords: customer satisfaction, service quality, SERVQUAL