

FINAL REPORT

CUSTOMER SATISFACTION AT KOPI 16 PRO



**To fulfill one of the graduation requirements for the D-III English Study
Program Politeknik Negeri Sriwijaya**

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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRWIJAYA
2025**

APPROVAL PAGE

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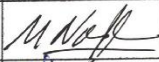
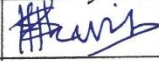
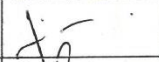


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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 14th July 2025



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PREFACE

First, the writer would like to thank the Allah SWT for all the greatest blessings, love, and grace that always abound in preparing this final report. Only by His grace, the writer can finish the processing of the final report entitled "Customer Satisfaction at Kopi 16 Pro" as one of the requirements to obtain Diploma III at the English Department Study Program of State Polytechnic of Sriwijaya.

In addition, the writer would like to thank all those who helped complete this final report. The writer realizes that mistakes always exist in writing this final report due to the writer's limited experience, ability, and knowledge. The writer hopes that readers and future researchers can provide suggestions and criticism for this final report. Finally, the writer hopes that this report can be useful for future researchers as a reference or idea, especially for students of the Language and Tourism Department who will write the final report.

Kiagus Muhamad Haekal Virgiawan

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

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