

ABSTRACT

Kedai Wake Up! is one of many trades in culinary and is addressed in Jalan Jatinagor no. 13, Sumedang. The cafe which has unique concept could get much attention from Jatinagor people dominated by college students. Based on the observation, it is found out that there are some problems related to the service quality, as follows: 1) The low of given service, and 2) The served food taste is inconsistent. Those problems are caused by 1) The lack of waiters quick responses and 2) The lack of chef's ability.

The purposes of this research are to find out the implementation of service quality of Kedai Wake Up! in order to improve the customers' satisfaction. The hypothesis of the researcher is "If the implementation of service quality is based on the five main dimension of service quality, the customers' awareness would improve". The research method used in this research is descriptive method. In this research, the researcher did some interviews, non participants' observation, and spread the questionnaires to the customers.

Based on the research on Kedai Wake Up! about the implementation of service quality is less maximal in giving the service to customers so that the customers' satisfaction has not improved yet since there are still many complaints about it. The obstacles in facing the implementation of service quality are as follows: 1) the lack of manager's supervision to the staffs' working effort. 2) The lack of staffs' spirit because their working place which is less supported. Some efforts to cope with those obstacles are 1) the manager's supervision toward the staffs in the environment of Kedai Wake Up! should be improved 2) the working environment should be improved so that the staffs can work enthusiastically.

The researcher suggests that 1) The staffs should improve their response toward the customers, 2) Training and evaluation for the staffs should be done continuously, 3) The working environment should be improved so that the staffs can work enthusiastically, and 4) the manager should improve his supervision to the staffs' working effort.

Keyword: *Service Quality*