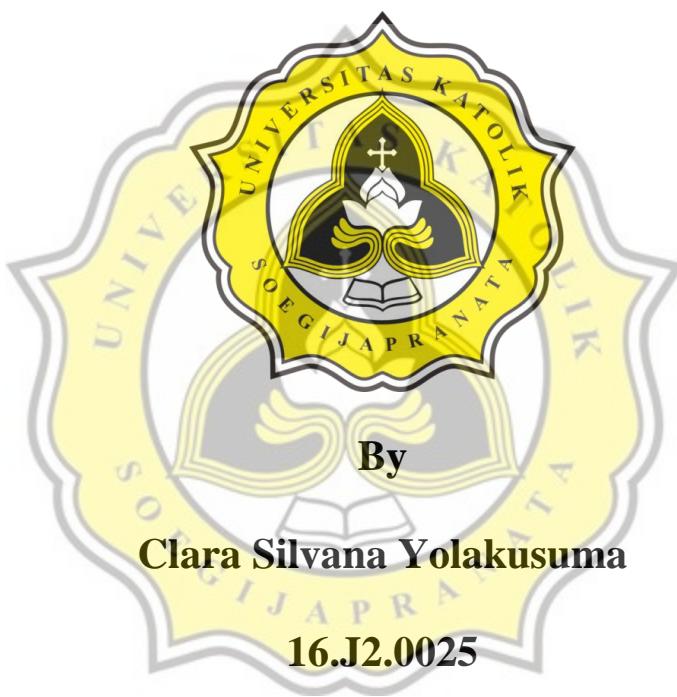


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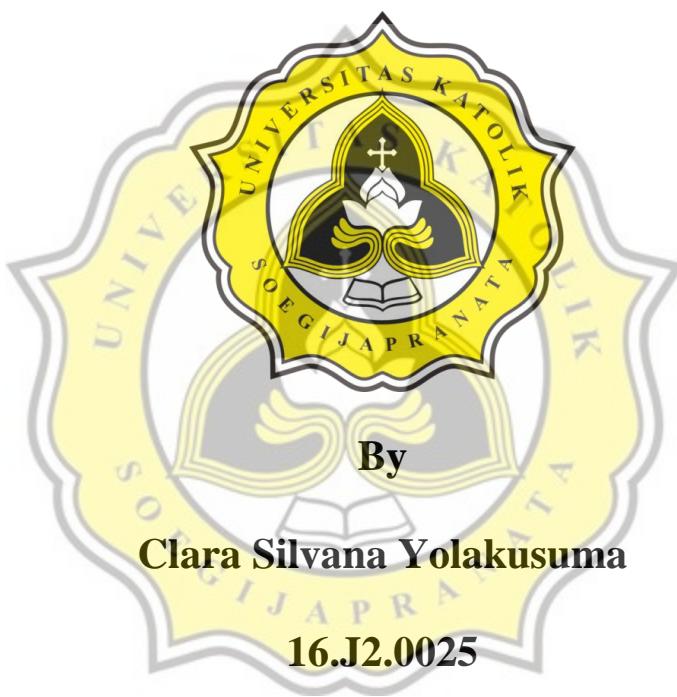
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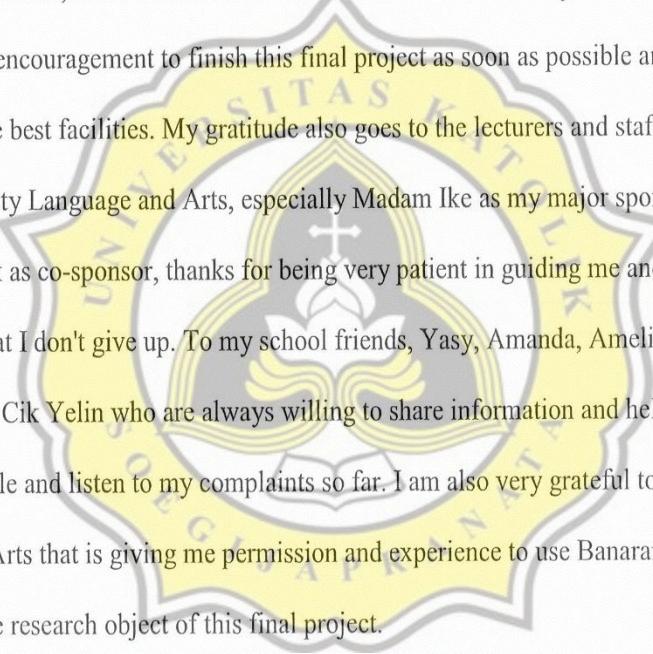
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TABLE OF CONTENTS

HALAMAN PERNYATAAN ORISINALITAS.....	i
HALAMAN PENGESAHAN.....	ii
HALAMAN PERNYATAAN PUBLIKASI ILMIAH UNTUK KEPENTINGAN AKADEMIS	iii
PAGE OF APPROVAL	iv
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	vii
ABSTRACT.....	x
ABSTRAK.....	xii
CHAPTER I	1
INTRODUCTION.....	1
1.1 Background of The Study.....	1
1.2 Field of The Study.....	3
1.3 Scope of The Study	3
1.4 Research Questions	3
1.5 Object of The Study	3
1.6 Significance of The Study	4
1.7 Definition of Term.....	4
CHAPTER II	6
REVIEW OF LITERATURE.....	6

2.1 Customer Feedback and Customer Expectation.....	6
2.1.1 Customer Feedback	6
2.1.2 Customer Expectation.....	6
2.2 Marketing Mix.....	7
2.2.1 Product Planning.....	7
2.2.2 Price	8
2.2.3 People	8
2.2.4 Promotion	8
2.2.5 Physical Evidence	9
2.3 Banaran.....	9
CHAPTER 3	11
METHOD OF DATA COLLECTION AND ANALYSIS.....	11
3.1 Research Design	11
3.2 Method of Data Collection	11
3.2.1 Participants	11
3.2.2 Instrument.....	12
3.2.3 Procedure	12
3.3 Method of Data Analysis.....	17
CHAPTER 4	18
DATA ANALYSIS	18
4.1 The Customer Feedback and Expectations on Banaran Coffee and Arts.....	18
4.2 General Discussion.....	38

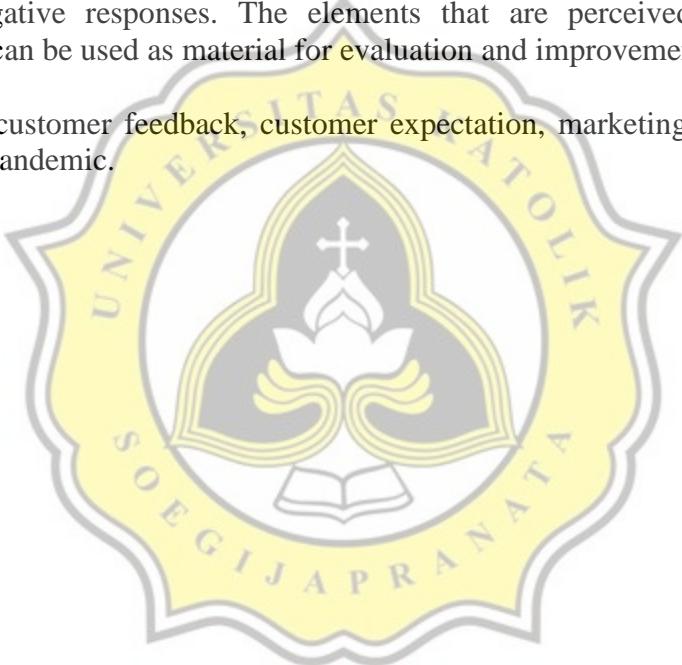
A. Product Planning.....	38
CHAPTER 5	40
CONCLUSION AND SUGGESTIONS	40
5.1 Conclussion	40
5.2 Suggestions.....	43
BIBLIOGRAPHY	44
APPENDIX	50
HALAMAN ANTIPLAGIASI	54



ABSTRACT

Covid-19 pandemic affects the world economic growth. In Indonesia, many coffee shops are experiencing the drop in sales and big losses. The purpose of this study is to find the customer's feedback and expectations on the marketing mix elements. The method used was a quantitative method using a closed-ended questionnaire. The data were analyzed using IBM SPSS version 20 with descriptive statistics data processing applications. The targeted respondents were 60 customers at Banaran Coffee and Arts Semarang. The results of this study indicate positive responses in four elements of the marketing mix, namely Product, Price, People, and Physical Evidence. Meanwhile, the Promotion element in Banaran Coffee and Arts and delivery order system received negative responses. The elements that are perceived negative by the respondents can be used as material for evaluation and improvement.

Key words: customer feedback, customer expectation, marketing mix, coffee shop, COVID-19 Pandemic.



ABSTRAK

Pandemi Covid-19 mempengaruhi pertumbuhan ekonomi dunia. Di Indonesia, banyak kedai kopi yang mengalami penurunan penjualan dan kerugian besar. Tujuan dari penelitian ini adalah untuk menemukan umpan balik dan harapan pelanggan pada elemen pemasaran campuran. Metode yang digunakan adalah metode kuantitatif menggunakan kuesioner tertutup. Data dianalisis menggunakan IBM SPSS versi 20 dengan aplikasi pemrosesan data statistik deskriptif. Responden yang ditargetkan adalah 60 pelanggan di Banaran Coffee and Arts Semarang. Hasil penelitian ini menunjukkan respon positif pada empat elemen pemasaran campuran, yaitu Produk, Harga, Orang, dan Bukti Fisik. Sementara itu, unsur Promosi di Banaran Coffee and Arts and sistem layanan antar mendapat tanggapan negatif. Unsur-unsur yang dirasakan negatif oleh responden dapat digunakan sebagai bahan untuk evaluasi dan perbaikan.

Kata kunci: umpan balik pelanggan, harapan pelanggan, pemasaran campuran, kedai kopi, Pandemi COVID-19.

