

ABSTRACT

D'Saung Resto is a Sundanese-style restaurant in Purwokerto. In order to compete with other restaurants, D'Saung Hall & Resto Purwokerto must be able to satisfy customers. Customer satisfaction can determine the success and failure of a business unit. Therefore it is very important to know and understand whether the customer is satisfied with the service provided by D'Saung Hall & Resto. Therefore this research was conducted with the aim of: (1) analyzing the level of customer satisfaction to increase customer attractiveness (2) providing suggestions for improvements to D'Saung Hall & Resto Purwokerto based on attributes that are considered important by consumers. This study used the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods which were processed using SPSS software, the questionnaires distributed amounted to 135 respondents. The results obtained from the calculation of the Customer Satisfaction Index (CSI) of 81.9% and the results of the Importance Performance Analysis (IPA) based on the Cartesian diagram show that there are 9 service attributes that are not optimal. This can be interpreted that customers are satisfied with the services provided but have not maximized the performance of employees at D'Saung Resto..

Keywords: *Customer Satisfaction Index (CSI), Importance Performance Analysis.*