

ABSTRACT

Customer satisfaction can have an important influence on companies where in this very competitive business condition, the level of intense competition raises a variety of product and service differentiations. Measurement of customer satisfaction at Langgeng Sari needs to be done to retain consumers in order to increase the sustainability of their business. However, the large number of businesses in the culinary field with similar business innovation concepts around the location resulted in a reduced number of visitors so that total revenue at Langgeng Sari decreased. Therefore, it is necessary to make efforts to manage customer satisfaction by evaluating the factors that influence satisfaction in order to increase customer satisfaction at Langgeng Sari. Data processing in this study was carried out using the CSI, IPA, and IPCA methods. The results show that there is still a level of interest and expectations that have not been fulfilled by Langgeng Sari. This can be seen based on the value of the Customer Satisfaction Index obtained, which is 76.45%. It consists of 25 question attributes which include servqual variables, tourism products, prices, and food quality with recommendations for improvement in the IPA method, namely in quadrant I and IPCA in quadrant III. Proposed improvements are used as a consideration for making SOPs for Langgeng Sari services with the aim of reducing negligence and errors of employees with the specified standards.

Keywords: Customer Satisfaction, CSI, IPA, IPCA