

## ABSTRACT

*This change is forcing people to know what is on the internet. Of course this also affects the development of the business world today. The purpose of this study is to identify @healthypretea consumers, determine @healthypretea consumer satisfaction, and order improvement priorities based on the attributes that are considered important by consumers. @healthypretea is the subject of this study. A total of 150 respondents were interviewed using the Slovin method through the distribution of online questionnaires. According to the results of this study, respondents @healthypretea are generally characterized (69%); women (62%); aged 17-24 years (41%); domiciled in Bandung. working as an employee (58%); college students (24%), college students (18%). Income Rp4,500,001 – Rp6,000,000 (26%); IDR 1,800,001 - IDR 3,000,000 (24%); Rp3,000,001 – Rp4,500,000 (19%); Not Married (56%); prayer family members (41%). consumer targets for the performance of @healthypretea in the calculation of satisfaction with the Importance Performance Analysis (IPA) method of 100%, so it is classified as very satisfied with the performance of @healthypretea. Quadrant I, based on Importance Performance Analysis (IPA), has six attributes that need to be improved. 6 Priority for improvement of quadrant IPA attributes. Impact of after-sales service; found in the first quadrant of the IPA Cartesian diagram which has attributes of 2 out of 4 points, so the service is good in this study.*

**Keywords:** @healthypretea online business, after sales services, customer satisfaction, importance performance analysis (IPA), Cartesian diagram