

ABSTRACT

One of the industries in Banyumas which is engaged in the culinary field in producing pious chips is UMKM Ahul Saleh. UMKM Ahul saleh was founded in 2012 until now, and produces in Tunjung Village lor RT 03/ RW 06, Jatilawang District, Banyumas Regency. UMKM Ahul Saleh experienced a decrease in turnover as a result of decreased sales. One method that can be used to measure the level of customer satisfaction is the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods. Auhul Saleh's consumer satisfaction with products sold using the Customer Satisfaction Index (CSI) method yields a value of 75.19%, while based on Importance Performance Analysis (IPA) the results of the average conformity level of each attribute are 94.38%.