ABSTRAK

Difour Coffee House adalah industri jasa yang menyediakan berbagai menu makanan dan minuman diberikan kepada konsumen. Pihak *Difour Coffee House* saat ini menyadari pelanggan mereka yang menghilang akibat dari kurangnya pelayanan yang sudah diberikan, sehingga pihak *Difour Coffee House* ingin mengetahui tingkat kepuasaan pelanggan, mengenai produk yang mereka jual, pelayananan yang mereka berikan dan apakah lokasi *Difour Coffee House* sudah memenuhi harapan para konsumen.

Penelitian ini menggunakan metode *customer satisfaction index* untuk mengetahui tingkat kepuasan konsumen terhadap pelayanan konsumen dan importance performance analysis untuk mengetahui atribut yang dianggap penting bagi konsumem akan tetapi layanan yang diberikan belum maksimal. *Customer satisfaction index* metode pengukuran untuk menentukan tingkat kepuasan konsumen secara menyeluruh dengan mempertimbangkan tingkat kepentingan dari atribut-atribut kualitas pelayanan jasa yang diukur. *Importance performance analysis* adalah suatu metode analisis untuk menilai sejauh mana tingkat kepentingan dan kepuasan pelanggan terhadap atribut pelayanan.

Berdasarkan hasil analisis tingkat kepuasan pelanggan diketahui Difour Coffee house memiliki nilai *customer satisfaction index* 79,58% yang berarti puas, akan tetapi pada analisis importance performance analysis terdapat 4 atribut yang harus di perbaiki. Usulan perbaikan atribut *Difour Coffee House* yang perlu dilakukan perbaikan pada tingkat kepuasan dan kepentingan pelanggan terdapat 4 atribut yang harus di perbaiki. Pihak *Difour Coffee House* perlu memperhatikan permasalan yang ada terkait kepuasan pelanggan terhadap kenyamanan dan kebersihan fasilitas yang ada, memberikan pelatihan kepada karyawan tentang pelayanan yang diberikan kepada pelanggan, mengadakan evaluasi bulanan untuk mengetahui kendala karyawan, dan melakukan pengecekan terhadap fasilitas yang ada agar pelanggan nyaman menggunakanya.

Kata kunci: Kepuasan Pelanggan, *Customer satisfaction index, Importance performance analysis*

ABSTRACT

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Difour Coffee House is an industry that provides a variety of food and beverage menus provided to consumers. Difour Coffee House is currently involving their customers who have disappeared from the services provided, so the Coffee House wants to know the level of customer satisfaction, about the products they sell, the services they provide and location information of consumers.

These research uses the customer satisfaction index method to determine the level of customer satisfaction with customer service and the importance of performance analysis to determine the attributes that are considered important for consumers, but the services provided are not yet optimal. Customer satisfaction index measurement method to determine the level of overall customer satisfaction by considering the level of importance of the service quality attributes measured. Importance performance analysis is a method of analysis to assess the extent of the level of importance and customer satisfaction with service attributes.

Based on the analysis of the level of customer satisfaction known Difour Coffee house has a value of 79.58% customer satisfaction index which means satisfied, but in the importance performance analysis there are 4 attributes that must be corrected. Proposed improvement of Difour Coffee House attributes that need to be improved at the level of customer satisfaction and interests, there are 4 attributes that must be improved. Difour Coffee House parties need to pay attention to existing problems related to customer satisfaction with the comfort and cleanliness of existing facilities, provide training to employees about services provided to customers, conduct monthly evaluations to determine employee constraints, and check existing facilities so that customers are comfortable using them.

Keywords: Customer satisfaction, Customer satisfaction index, Importance performance analysis