

**ANALISIS TINGKAT KEPUASAAN KONSUMEN TERHADAP
KUALITAS PELAYANAN JOKO COFFEE AND EATERY BLITAR
DENGAN METODE *IMPORTANCE PERFORMANCE ANALYSIS* (IPA)
DAN *CUSTOMER SATISFACTION INDEX* (CSI)**

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INTISARI

Penelitian ini bertujuan guna mengetahui tingkat kepuasan konsumen di Joko Caffee and Eatery Blitar, guna mengetahui factor penting penentu kualitas pelayanan di Joko Caffee and Eatery Blitar dan untuk menyusun usulan perbaikan untuk meningkatkan kualitas pelayanan di Joko Caffee and Eatery Blitar. Metode penelitian ini menggunakan analisis *Importance Performance Analysis* (IPA) dan *Customer Satisfaction Index* (CSI). Populasi yang digunakan penelitian ini ialah pengunjung Joko Caffee and Eatery Blitar 2. Sehingga sampel penelitian ini ditetapkan melalui penggunaan teknik *non probability sampling* yakni memakai teknik *purposive sampling*, maka didapatkan sampel penelitian ini berjumlah 96 responden. Hasil dari analisis *Importance Performance Analysis* (IPA) menunjukkan bahwa terdapat satu atribut yang berada pada kuadran 1 (*concentrate here*) yaitu Pelayanan yang diberikan restoran (B4). Terdapat dua belas atribut yang masuk ke dalam kuadran 2 (*keep up the good work*) yaitu Harga makanan dan minuman (A2), Kemudahan Informasi (B2), Ketanggapan Karyawan (C1), Ketepatan karyawan (C2), Ketersediaan karyawan (C3), Kemudahan dalam melakukan transaksi (C4), Penguasaan informasi karyawan (D1), Kemudahan dalam mendapatkan layanan (D2), Jaminan keamanan tersedia (D4), Keramahan karyawan (E1), Etika berbicara karyawan (E2) dan Perhatian personal karyawan (E3). Hasil dari analisis *Importance Performance Analysis* (IPA) menunjukkan bahwa kinerja atribut pada Joko Coffee and Eatery yang memasuki kuadran tiga atau tidak menjadi prioritas utama terdapat lima atribut yaitu Tema bangunan dan penataan interior (A1), Penampilan karyawan (A3), Ketersediaan fasilitas penunjang (A4), Kecepatan dan kesesuaian menu (B1) dan Kepentingan pelanggan (E4). Atribut yang masuk ke dalam kuadran empat terdapat dua yaitu cita rasa makanan dan minuman pada restoran (B3) dan Jaminan penggantian makanan dan minuman (D3). Berdasarkan pengolahan *Customer Satisfaction Index* (CSI), dapat diketahui bahwa Joko Coffee and Eatery termasuk dalam kategori puas dalam benak konsumennya. Hal ini ditentukan dari nilai CSI yang dihasilkan sebesar 70,51%. Nilai CSI yang berada pada rentang 60% – 79% menunjukkan kategori puas.

Kata Kunci: *Customer Satisfaction Index*, *Importance Performance Analysis*, Kepuasan Konsumen, Kualitas Pelayanan

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CUSTOMER SATISFACTION ANALYSIS TOWARDS JOKO COFFEE AND EATERY BLITAR SERVICE QUALITY WITH IMPORTANCE PERFORMANCE ANALYSIS (IPA) AND CUSTOMER SATISFACTION INDEX (CSI)

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ABSTRACT

This research aims to determine the level of consumer satisfaction at Joko Caffee and Eatery Blitar, to determine the important factors determining service quality at Joko Caffee and Eatery Blitar and to prepare recommendations for improvements to improve service quality at Joko Caffee and Eatery Blitar. This research method uses IPA (*Improtance Performance Analysis*) and CSI (*Customer Satisfaction Index*) analysis. The population used in this research is visitors to Joko Caffee and Eatery Blitar 2. So the sample for this research was determined using a non-probability sampling technique, namely using a purposive sampling technique, so the research sample was 96 respondents. The results of the *Importance Performance Analysis* (IPA) analysis show that there is one attribute that is in quadrant 1 (concentrate here), namely the service provided by the restaurant (B4). There are twelve attributes that fall into quadrant 2 (keep up the good work), namely price of food and drinks (A2), ease of information (B2), employee responsiveness (C1), employee accuracy (C2), employee availability (C3), Ease of carrying out transactions (C4), Mastery of employee information (D1), Ease of obtaining services (D2), Security guarantees available (D4), Employee friendliness (E1), Employee speech etiquette (E2) and Employee personal attention (E3). The results of the *Importance Performance Analysis* (IPA) analysis show that the performance attributes at Joko Coffee and Eatery that enter quadrant three or are not a top priority are five attributes, namely building theme and interior arrangement (A1), employee appearance (A3), availability of supporting facilities (A4), Speed and suitability of the menu (B1) and Customer interests (E4). There are two attributes included in quadrant four, namely the taste of food and drinks in restaurants (B3) and guarantee of replacement of food and drinks (D3). Based on the processing of the *Customer Satisfaction Index* (CSI), it can be seen that Joko Coffee and Eatery is included in the satisfied category in the minds of its consumers. This is determined from the resulting CSI value of 70.51%. The CSI value which is in the range of 60% – 79% indicates the satisfaction category.

Keywords: *Customer Satisfaction, Customer Satisfaction Index, Importance Performance Analysis, Service Quality*

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