

**ANALISA KEPUASAN PELANGGAN DENGAN METODE *IMPORTANCE PERFORMANCE ANALYSIS* (IPA) PADA PRODUK BURGER MISTER BURGER CORPORATION**

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**ABSTRAK**

Mister Burger Corporation merupakan salah satu produsen burger yang berada di Yogyakarta. Banyaknya industri burger yang tumbuh di Indonesia dapat menimbulkan adanya persaingan untuk menarik minat konsumen. Agar pihak produsen dapat memenuhi keinginan konsumen maka dapat dilakukan penelitian guna mengetahui sejauh mana tingkat kepuasan konsumen dan atribut apa saja yang penting menurut konsumen untuk dipertimbangkan dalam pembelian produk.

Metode yang digunakan untuk mengetahui perbandingan tingkat kepentingan dan kinerja atribut dapat dilakukan analisa menggunakan metode *Importance Performance Analysis* sedangkan untuk mengukur kepuasan konsumen menggunakan metode CSI (*Customer Satisfaction Index*).

Berdasarkan analisa yang telah dilakukan maka diketahui bahwa *Customer Satisfaction Index* (CSI) yang dihasilkan sebesar 70,36 %, angka tersebut termasuk pada rentang 0,66-0,80 tingkat kepuasan konsumen. Sehingga konsumen burger Mister Burger berada pada kriteria puas. Menurut hasil analisa metode *Importance Performance Analysis* (IPA), atribut yang harus segera diperbaiki yaitu ketersediaan stok burger yang diinginkan, jaminan keamanan produk, informasi produk pada kemasan, promosi produk dan harga burger.

Kata Kunci : Pelayanan Pelanggan, metode *Importance Performance Analysis* (IPA), metode *Customer Satisfaction Index* (CSI)

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***ANALYSIS OF CUSTOMER SATISFACTION WITH IMPORTANCE  
PERFORMANCE ANALYSIS (IPA) METHOD OF BURGER PRODUCTS  
THE MISTER BURGER CORPORATION***

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**ABSTRACT**

*Mister Burger Corporation is one of the manufacturers of burgers which are located in Yogyakarta. Many burger industry is growing in Indonesia may cause the competition to attract customers. In order for the manufacturers to satisfy consumer wants it to do research to determine the extent of the level of customer satisfaction and what attributes are important according to the consumer to be considered in the purchase of the product.*

*The method used to compare the level of interest and performance attributes can be analyzed using Importance Performance Analysis methods for measuring consumer satisfaction while using CSI (Customer Satisfaction Index).*

*Based on the analysis that has been done, it is known that the Customer Satisfaction Index (CSI), which is produced by 70.36%, the figures were included in the range of 0.66 to 0.80 level of customer satisfaction. So that consumers Mister Burger burgers are the criteria are satisfied. According to the analysis results Importance Performance Analysis (IPA), the attributes that must be corrected, namely the availability of the desired stock burgers, guarantee product safety, product information on the packaging, product promotion and price burgers.*

**Keyword :** *Customer Satisfaction, Importance Performance Analysis(IPA) Method, Customer Satisfaction Index (CSI) Method*

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