

ABSTRACT

This study conducted a study on the analysis of customer satisfaction Giggle Box Café & Resto Bandung on quality of service by using the Importance-Performance-Analysis (IPA). This study is intended to determine how the performance and expectations / interests of the quality of service at Giggle Box Café & Restaurant Bandung.

The purpose of this study was to determine how the service quality and customer satisfaction at the Giggle Box Café & Restaurant Bandung as well as to determine what needs to be repaired by Giggle Box Café & Restaurant Bandung.

This type of research is a quantitative study with a descriptive method by distributing questionnaires to 100 respondents sampled in this study incidental sampling technique sampling. Analysis of the data in this study using analysis of service quality (quality of service), the index of consumer satisfaction, and Importance-Performance-Analysis (IPA).

Results from this study can be seen that the performance quality of service based on customer perceptions is considered excellent with a percentage of 87.14% and expectations of customers they are extremely important with a percentage of 92.04%. The analysis of this study showed the customer is not satisfied with the category of consumer satisfaction score of 0.83. Results-Importance-Performance Analysis (IPA) in this study indicate that there are four attributes that should be corrected by the management company: (1) Appearance of employees, (2) The menu is interesting and complete, (3) ability to process food and beverages, (4) Having free time to help.

Keywords: Quality of Service, Consumer Satisfaction and Importance-Performance-Analysis (IPA).