

ABSTRACT

Rapid population growth and lifestyle changes that are increasingly modern have caused industrial development in the culinary field to continue to increase. More and more types of businesses are emerging and business actors are innovating to open a business in the culinary field. The culinary industry is not only for selling its products, but every café or restaurant must pay attention to the quality of service at its company so that it can continue to attract consumers and provide satisfaction to consumers so that consumers can continue to visit to make repeat purchases and become loyal to the company and can recommending our café or restaurant to the environment. The purpose of this study is to measure customer satisfaction based on dimensions servqual that have been applied by GiggleBox Café & Resto for customers who have visited Gigglebox Café & Resto.

The method used in this research is quantitative method, the data required are primary and secondary data with data collection techniques through interviews, questionnaires, observation, and literature study. Sampling was conducted using nonprobability Sampling kind purposive sampling involving 100 respondents. The data analysis technique used descriptive analysis and the method Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI).

The results of the calculation of descriptive analysis show that reality and expectations get a score of 79.78% (important) and 83.98% (very important). The GAP value between Performnace and Importance is -0.13. In addition, the result of the calculation of the Customer Satisfaction Index (CSI) is 64.32% (quite satisfied). Then the method Importance Performance Analysis (IPA) shows that in quadrant III (main priority) the 4th and 12th attributes need to be improved.

Keywords: Customer Satisfaction, SERVQUAL, Importance Performance Analysis, Customer Satisfaction Index.