# ABSTRACT

Currently, the development of the cosmetic industry in Indonesia is growing rapidly. Potentials in the cosmetic industry give rise to competition in the industry. In order for the company to survive, a good marketing strategy is needed to take advantage of this potential. To be able to do this, the company must know the company's internal and external conditions that can affect the marketing strategy. The high potential for market share and income creates competition in the cosmetic industry. This competition can arise due to the presence of new competitors. It is possible for Atmosphere Beauty skincare to encounter obstacles in future competition.

The method used in this study is a quantitative method, the data needed are primary and secondary data with data collection techniques through interviews, questionnaires, and observations with research 96.04%. The data analysis technique used descriptive analysis and the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods.

The results of descriptive analysis of the average value of the measurement data regarding reality (Performance) from the customer satisfaction review based on the SERVQUAL dimension on Atmosphere beauty is 93.48% this value shows that it is in the line position between 81.25%-100% which means it is very important while the results of the analysis descriptive average value of measurement data regarding expectations (Importance) on customer satisfaction reviews based on the SERVQUAL dimension on atmosphere beauty is 94.80% which is in the line position between 81.25%-100% which means it is very important.

**Keywords: Important Performance Analysis, Customer Index, Service Quality**