ABSTRACT

The economic growth in Indonesia during the new normal era continues to rise, with significant impacts on the culinary sector. The culinary industry has undergone significant changes with an increase in the number of restaurants, eateries, and cafes in Indramayu from 2019 to 2021. As the culinary business continues to thrive, high levels of innovation and creativity are required to create exceptional and quality culinary products. As culinary entrepreneurs, the focus should not only be on selling products but also on providing high-quality service. This is crucial to continually attract customer interest, provide satisfaction, and encourage repeat purchases, as well as potential recommendations to friends or family. Caffe & Resto Wirajuara in Google Customer Review has received 359 reviews with the following rating distribution: 1 star (1.3%), 2 stars (0.2%), 3 stars (2.2%), 4 stars (5.8%), and 5 stars (90%). Despite receiving many positive reviews, some customers still feel disappointed with the service provided by Caffe & Resto Wirajuara.

The aim of this research is to measure, assess, and improve customer satisfaction based on the dimensions of service quality implemented by Caffe & Resto Wirajuara for customers who have visited. the research method used in this study is quantitative, with data required in the form of primary and secondary data collected through interviews, questionnaires, observations, and literature reviews. The sample was obtained using Nonprobability Sampling, specifically the Sampling Purposive method, involving 82 respondents. Data analysis techniques include descriptive analysis, Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI).

The results of the descriptive analysis show that reality and expectations received scores of 63.13% (Important) and 70.06% (Important), respectively. The GAP value between reality and expectations is -31. Additionally, the Customer Satisfaction Index (CSI) is calculated to be 61.83% (satisfactory). Furthermore, the Importance Performance Analysis (IPA) method reveals that in quadrant III (top priority), attributes 1, 11, 12, 13, 14, 21, 23, and 24 need improvement.

Keywords *: Service Quality, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI)*