ABSTRACT

This research is entitled "Analysis of Consumer Satisfaction at the Lalala Festival 2019 Using IPA (Importance Performance Analysis)", which aims to determine, analyze, and evaluate the level of customer satisfaction and find out what factors can shape consumer satisfaction at the 2019 Lalala Festival according to the most important attributes according to consumers.

The method used in this research is descriptive method with a quantitative approach. This study uses the IPA (Importance Performance Analysis) tool for data analysis where each attribute will be categorized in one of the 4 quadrants. Research data obtained from literature studies, observations, interviews, and questionnaires. Questionnaires were distributed to 110 consumers of the 2019 Lalala Festival as respondents.

The results of this study stated that the level of consumer satisfaction at Lalala Festival was classified as good with each dimension having a percentage level of customer satisfaction from 74.27% to 77.36%. Meanwhile, attributes that are important to consumers and performance that are considered lacking by consumers so that it is necessary to increase for consumer satisfaction, namely the service provided by the Lalala Festival 2019 team is friendly, it is easy to buy tickets for the Lalala Festival 2019, clear information on the Lalala Festival 2019 event schedule, and information on ticket prices for the 2019 Lalala Festival event.

Keywords*: Consumer Satisfaction, Importance Performance Analysis, Lalala Festival*