ABSTRACT

The enhancement of customer satisfaction is a fundamental element in maintaining the operational continuity of a company. The emergence of many new industries has impacted the competition among businesses, leading each company to strive for ensuring customer satisfaction and loyalty. UMK Veroza Cake & Bakery *is one of the micro-small businesses in Dharmasraya Regency, West Sumatra, engaged in the food sector. In its development, UMK Veroza* Cake & Bakery *has seen an increase in turnover but a decline in service quality. Therefore, this study aims to measure customer satisfaction as a basis for effective policy-making based on the 4P dimensions. This research employs the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods to assess the current level of customer satisfaction. Overall, the findings of this study indicate a CSI score of 78.75%, signifying that consumers of MSB Veroza* Cake & Bakery *are content with the provided services. Based on the IPA analysis results, there are three attributes in quadrant I (high priority), seven in quadrant II (maintain performance), two in quadrant III (low priority), and three in quadrant IV (excessive). These results highlight the need for further improvement in services for attributes that exhibit low satisfaction levels but high importance, specifically in the promotion dimension, to achieve maximum satisfaction.*

Keywords: *MSB, customer satisfaction, Customer Satisfaction Index, Importance Performance Analysis*