

ABSTRACT

An increasing number of brands and companies in Indonesia are enhancing Customer Satisfaction to meet customer expectations, maintain customer satisfaction, and gain loyal customers as vital assets for business sustainability. The purpose of this study is to evaluate customer satisfaction performance at PT Samasejati by surveying 100 respondents. The research method used is descriptive analysis with quantitative data. The analysis technique applied is Importance Performance Analysis (IPA). This study employs the Importance Performance Analysis (IPA) method using five customer satisfaction dimensions: product quality, price, service quality, emotional factors influencing clients, and ease of access. The results of the descriptive analysis of importance and performance based on the customer satisfaction dimensions at PT Samasejati show scores of 82% (expectation) and 84.25% (reality).

Keywords: Customer Satisfaction, Importance Performance Analysis (IPA).