

EFFECT OF PRODUCTS AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN BALE BEBAKARAN RESTAURANT

Abstract

Restaurant Bale Bebakaran have never done a survey or research on customer satisfaction with quality products and quality service. The results of criticism and suggestions obtained by the addition to having the advantages there are shortcomings that must be corrected. Purpose of this study is to determine level of consumer satisfaction, to determine factors of products and service quality which affects level of customer satisfaction and to provide a method of strategic planning to maintain product and service quality.

This study uses Customer Satisfaction Index (CSI) and Importance and Performance Analysis (IPA). This methods are used to determine the determine overall of customer satisfaction level based on product and service quality that characterizes the assessment and the attributes that need attention and priority to do a performance improvement.

Result of CSI value on product quality is 75,13% and service quality is 76,41%, its mean that overall consumers are less satisfied with the performance on the quality attributes of the products and services provided by the company. Results IPA shows the quadrant I there are 8 attributes of the product quality and 7 attributes of service quality means that haven't satisfaction customer yet, quadrant II are 7 attributes the quality of the product and 4 attributes of the service means that customers are satisfied with the services, quadrant III there are three attributes of the product quality and the four attributes of the service means customers not too concerned with the services, quadrant IV are five attributes of product quality and service attribute means 4 customers regard the company do a waste. Alternative planning strategies need to be performed on the attributes of the product quality and service quality in the quadrant I.

Keywords: Customer satisfaction, Product quality, Service quality