

## **ABSTRACT**

*Lapis Legit Rosalina Cake shop is a cake shop that offers a wide variety of products such as Lapis Legit, Lapis Surabaya, Lapis Taro Bogor, Brownies, Mavin, Banana Cake, Pandan Cake, Ring Cake, Marble Cake, Tigaraksa Cake, Roll Cake, etc. Because of the diversity, many customers shop at the Lapis Legit Rosalina Cake Shop and this will have an impact on consumer loyalty. Consumer satisfaction can be achieved by providing good service quality. Good service quality can make customers feel comfortable and can make customers come back to shop. However, from initial observations there were several complaints about customer satisfaction with the quality of services and facilities provided. This study aims to determine the level of customer satisfaction with service quality and what factors should be improved. This study took data from 65 respondents, and then performed Service Quality calculations to find out the GAP value, the GAP results were used as input data for Importance Performance Analysis (IPA) which then identified 2 attributes that must be considered in the Cartesian diagram.*

**Keywords :** *Customer Satisfaction, Service Quality, Questionnaire, Service Quality, Importance Performance Analysis (IPA), Cartesian Diagram*

## ABSTRAK

Toko Lapis Legit Rosalina Cake merupakan toko kue yang menawarkan beraneka ragam produk seperti Lapis Legit, Lapis Surabaya, Lapis Talas Bogor, Brownies, Mavin, Bolu Pisang, Bolu Pandan, Kue Cin-cin, Bolu Marmer, Bolu Tigaraksa, Bolu Roll, dll. Karena keberaneka ragamannya banyak pelanggan yang berbelanja di Toko Lapis Legit Rosalina Cake dan hal ini akan berdampak pada loyalitas konsumen. Kepuasan konsumen dapat dicapai dengan memberikan kualitas pelayanan yang baik. Kualitas layanan yang baik dapat membuat pelanggan merasa nyaman dan dapat membuat pelanggan datang kembali untuk berbelanja. Namun dari observasi awal ada beberapa complain terhadap kepuasan pelanggan terhadap kualitas layanan dan fasilitas yang disediakan. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan konsumen terhadap kualitas pelayanan dan faktor-faktor apa saja yang harus ditingkatkan. Penelitian ini mengambil data sebanyak 65 responden, dan kemudian dilakukan perhitungan *Service Quality* untuk mengetahui nilai GAP, hasil GAP digunakan sebagai input data *Importance Performance Analysis* (IPA) yang kemudian diketahui 2 Atribut yang harus diperhatikan dalam diagram Kartesius.

**Kata Kunci :** Kepuasan Konsumen, Kualitas Pelayanan, Kuisisioner, *Service Quality*, *Importance Performance Analysis* (IPA), Diagram Kartesius