ABSTRAK

Kepuasan konsumen memiliki peran penting dalam kesuksesan bisnis di industri kuliner. Penelitian ini bertujuan untuk menganalisis tingkat kepuasan pelanggan terhadap Kafe & Restoran *Green Bamboo* Banyuwangi, Jawa Timur. Metode penelitian yang digunakan saat ini adalah kuantitatif, dan metode analisis data yang digunakan adalah metode *Importance Performance Analysis* (IPA) dan *Customer Satisfaction Index* (CSI). Metode Importance and Performance (IPA) bertujuan untuk mengukur tingkat kesesuaian antara kepentingan dan kinerja, kemudian *plotting* menggunakan diagram kartesius. Kemudian dilanjutkan dengan *Customer Satisfaction Index* (CSI) yang bertujuan untuk mengetahui tingkat kepuasan pelanggan secara keseluruhan. Hasil Penelitian nilai analisis kepentingan dan kinerja (IPA) mempunyai nilai sebesar 84,69%, dan pada diagram kartesius terdapat empat atribut dari 32 atribut yang perlu ditingkatkan dan diperbaiki yaitu nomor atribut 15, 16, 19, 22. Hasil *Customer Satisfaction Index* (CSI) *Green Bamboo* mencapai 68,51% yang berarti pelanggan *Green Bamboo* "cukup puas" karena skor berada pada rentang skala 0,66-0,80, sehingga dapat diartikan kinerja *Green Bamboo* adalah Bagus. Tetapi kepuasan konsumen pada *Green Bamboo* berada pada kategori cukup puas dan masih ada lagi tingkatan yaitu berkisar antara 0,81 hingga 1,00 yang artinya sangat puas, maka dari itu tingkat pelayanan dari *Green Bamboo* lebih ditingkatkan lagi.

Kata Kunci : *Green Bamboo, Importance and Performance Analysis* (IPA), diagram kartesius, *Customer Satisfaction Index* (CSI).

ABSTRACT

Customer satisfaction has an important role in business success in the culinary industry. This research aims to analyze the level of customer satisfaction with the Green Bamboo Cafe & Restaurant Banyuwangi, East Java. The research method currently used is quantitative, and the data analysis methods used are the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods. The Importance and Performance (IPA) method aims to measure the level of conformity between importance and performance, then plotting using a Cartesian diagram. Then proceed with the Customer Satisfaction Index (CSI) which aims to determine the overall level of customer satisfaction. The results of the research, the value of importance and performance analysis (IPA) has a value of 84.69%, and in the Cartesian diagram there are four attributes out of 32 attributes that need to be improved and corrected, namely attribute numbers 15, 16, 19, 22. The results of Green Bamboo's Customer Satisfaction Index (CSI) reached 68.51%, which means that Green Bamboo customers are "quite satisfied" because the score is in the scale range of 0.66-0.80, so it can be interpreted as Green's performance. Bamboo is Good. However, consumer satisfaction with Green Bamboo is in the quite satisfied category and there are still other levels, namely ranging from 0.81 to 1.00, which means very satisfied, therefore the level of service from Green Bamboo has been further improved.

Keywords: Green Bamboo, Importance and Performance Analysis (IPA), Cartesian diagram, Customer Satisfaction Index (CSI).