

ABSTRAK

Pit-Stop KIG adalah kafe di Kabupaten Gresik, Jawa Timur, yang memiliki konsep unik menyerupai Pit-Stop di jalan tol Amerika. Namun, terdapat keluhan pelanggan terhadap pelayanan yang dinilai kurang memuaskan, hal ini bertentangan dengan prinsip kafe yang mengutamakan kualitas layanan. Hingga kini, manajemen belum mengetahui aspek pelayanan yang perlu ditingkatkan. Penelitian ini bertujuan mengukur kepuasan pelanggan melalui metode *Customer Satisfaction Index* (CSI) dan menganalisis kesesuaian kinerja serta kepentingan pelanggan melalui metode *Importance Performance Analysis* (IPA) untuk mengidentifikasi atribut pelayanan yang perlu diperbaiki. Data disebarkan melalui kuesioner kepada 142 responden, dengan kriteria pelanggan berusia ≥ 17 tahun dan telah berkunjung minimal 2x. Analisis dilakukan dengan uji validitas dan reliabilitas menggunakan IBM SPSS 25, dalam pendekatan penelitian kuantitatif dan kualitatif deskriptif. Hasil penelitian menunjukkan nilai CSI sebesar 77,36%, artinya pelanggan puas terhadap pelayanan yang diberikan. Pada dimensi kualitas layanan, *reliability* memperoleh kepuasan tertinggi (81,69%–Sangat Puas), diikuti *tangibles* (78,95%–Puas), *responsiveness* (76,45%–Puas), *empathy* (75,68%–Puas), dan *assurance* (74,06%–Puas). Analisis IPA menunjukkan kesesuaian kinerja dengan harapan pelanggan sebesar 87,02%, yang masih di bawah nilai ideal 100%. Pada kuadran I IPA, atribut yang menjadi prioritas perbaikan adalah kebersihan dan kerapian ruangan sangat terjaga serta jaminan keamanan (parkir, barang tertinggal, tempat yang aman).

Kata Kunci: *Kualitas Pelayanan, Kepuasan Pelanggan, Customer Satisfaction index (CSI), Importance Performance Analysis (IPA)*

ABSTRACT

Pit-Stop KIG is a café located in Gresik Regency, East Java, featuring a unique concept that resembles a pit stop on American highways. However, customers have expressed dissatisfaction with the service, which contradicts the café's principle of prioritizing service quality. To date, management has not identified which aspects of service need improvement. This study aims to measure customer satisfaction using the Customer Satisfaction Index (CSI) method and analyze the alignment between service performance and customer expectations through the Importance Performance Analysis (IPA) method to identify service attributes that require improvement. Data was collected through questionnaires distributed to 142 respondents, with criteria including customers aged ≥ 17 years who have visited at least twice. The analysis was conducted using validity and reliability tests with IBM SPSS 25, employing a descriptive quantitative and qualitative research approach. The results indicate a CSI score of 77.36%, meaning that customers are satisfied with the service provided. Among the service quality dimensions, reliability received the highest satisfaction score (81.69% – Very Satisfied), followed by tangibles (78.95% – Satisfied), responsiveness (76.45% – Satisfied), empathy (75.68% – Satisfied), and assurance (74.06% – Satisfied). The IPA analysis shows that service performance aligns with customer expectations at 87.02%, which remains below the ideal 100%. In IPA Quadrant I, the priority attributes for improvement are maintaining cleanliness and tidiness of the space and ensuring security (parking, lost items, and a safe environment).

Keywords: Service Quality, Customer Satisfaction, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)