

## ABSTRACT

*Rapid population growth and changes in lifestyle that are increasingly modern have caused industrial development in the culinary field to continue to increase. There are more and more types of businesses and business actors who innovate to open a business in the culinary field. The culinary industry is not only meant to sell their products, but every business, especially food entrepreneurs, needs to pay attention to the quality of service to their companies so that they can continue to attract consumers and provide satisfaction to consumers so that consumers can continue to visit and be loyal to the company and can recommend to customers. environment. The purpose of this study is to measure service quality and level of customer satisfaction based on the servqual dimension that has been applied by Rwofood Batam for customers who have visited Rwofood Batam.*

*The method used in this study is a quantitative method, the data needed are primary and secondary data with data collection techniques through interviews, questionnaires, and observations involving 100 respondents. The data analysis technique used descriptive analysis and the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods.*

*The results of the descriptive analysis show that reality and expectations get a score of 85.40%. This value indicates that they are in a position which means they are very important. While the results of descriptive analysis of the average value of the measurement data regarding Importance on the discovery of Customer Satisfaction based on the SERVQUAL dimension at Rwofood Batam is 83.6% which means it is very important. Then the Importance Performance Analysis (IPA) method shows that in quadrant II (mainpriority).*

***Keywords: Important Performance Analysis, Customer Index, Service Quality***