

ABSTRACT

Technological advances affect companies to continue to innovate in marketing their products, for example PT Eigerindo Multi Produk Industri which markets its products through e-commerce, namely Tiktok Shop. Tiktok Shop is one of the features of the Tiktok application which is often used today in Indonesia. However, many customers complain about orders received. That way whether Tiktok Shop @eigeradventurecom has provided satisfaction in accordance with customer expectations. The purpose of this study is to measure the level of customer satisfaction and improve what needs to be improved from Tiktok Shop @eigeradventurecom.

This study uses a quantitative descriptive method, by processing data from a questionnaire distributed to 100 Tiktok Shop @eigeradventurecom followers as respondents. This research uses the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods.

This study resulted in a Customer Satisfaction Index (CSI) score of 88.38% which is in the 81% - 100% position which means very good. And in the average calculation results of the Importance Performance Analysis (IPA) Matrix, quadrant II (Concentrate Management Here) which is an important ranking but performance does not meet service quality standards. The statement 'EIGER has a higher value than competing brands' does not meet service quality standards, therefore it needs to be improved.

Key Words : Customer Satisfaction, Importance Performance Analysis, Customer Satisfaction Index, Tiktok Shop