

ABSTRACT

Restaurant Pusat Bubur Ayam Bunut Sukabumi is company moving in the field of service which have owned 4 branch of the company by in consequence at service firm, mount performance and service activities to consumer own very big impact to consumer perception hit quality of product and company service, in order to the company earn to defend permanence consumer as well as adding new consumer. One of factor which must be paid attention to in taking care of service quality that is by giving service gratifying, as according to or exceed consumer expectation. So that be felt of vital importance know service expected by consumer by measuring level of satisfaction and consumer importance to given service.

In this research conducted by measurement of Top In Mind to know level of consumer recognition to product of restaurant of Pusat Bubur Ayam Bunut Sukabumi, measurement of consumer satisfaction by using Customer Satisfaction Index (CSI), Customer Satisfaction Gap Index (CSGI) and Top Bottom Two Boxes (CSI Boxes), and also the variables determination becoming repair priority of through Analisis Peta Kuadran.

Pursuant to measurement which have been conducted, *Bubur Ayam* become Highest Top In Mind from all responder (client of restaurant of Pusat Bubur Ayam Bunut Sukabumi). While for CSI, CSGI and CSI boxes rate is shown below:

CSI (%)	CSGI (%)	CSI Boxes (%)	
		Top	Bottom
71.46	-0.17	58.42	23.04

Mount client satisfaction be at category satisfy that is assess CSI which be at interval 60%-80%. But restaurant of Pusat Bubur Ayam Bunut Sukabumi still have to be non-stoped to improve their service its seen from value CSGI which still be valuable of negativity meaning level of client expectation still be high. Others side restaurant of Pusat Bubur Ayam Bunut Sukabumi have to improve promotion to product of the other remember still a lot of existing product not yet a lot of recognized by society