

## **ABSTRACT**

Toko Roti & Kue Merdeka which is now better known as "Soes Merdeka" is one of the subsidiaries under PT. Tirta Ratna, which was established on May 31, 1969. Soes Merdeka is one of the prestigious bakery in Bandung, it is one of the tourist destination by the customer both from within the city and outside the city. Brand name Soes Merdeka is not strange anymore in the customer's point of view. Recently, based on data can be seen that sales has been decreasing. In handling the problem occurred, there is no customer satisfaction measurement system that can help companies to measure and identify the level of customer satisfaction toward their service and product. Currently the management of Soes Merdeka did not applying Quality Management System ISO 9001: 2015 even though the evaluation of customer satisfaction is one of the documents that become a requirement if company want to apply ISO 9001: 2015 certification in the future. The design of research is made by determining customer satisfaction attributes that presenting the whole experience while purchasing such as product quality, price, service quality, consumer loyalty, and customer satisfaction toward overall management performance. From the design of the attributes are made in the form of 2 different questionnaires using a likert scale of 1-5 given a choice answers from very satisfied to not satisfied, and distributed to customers with Purposive Sampling technique whose are respondents whom meet the criteria, then processed with logical validity which considers the design of the questionnaire in such a way as to represent the shopping experience, and test retest reliability by distributing the same questionnaire the same respondents and at different times. Once the instrument is known which one is greater reliability value, then the instrument is used for research. After doing the test instrument, continued by making flow process chart that contains the related parties in the system measuring customer satisfaction in accordance with the job description within the organizational structure. This research produces measuring instrument of customer satisfaction, how to process the instrument, also work flow process by related parties in company management.

**Keywords: Customer Satisfaction Attributes, ISO 9001:2015, Logical Validity, Test Retest Reliability, In-Depth Interview.**