

ABSTRACT

Fast food is now a lifestyle, because besides the price is affordable, easy to process, fast and also very practical, and also delicious. Things that encourage people to prefer food served by fast food restaurants or fast food. More than that is fast food restaurants or fast food in Indonesia which is a clear proof that the food industry continues to grow. This leads to changes in the lifestyle of people who become instant, fast, and practical in consuming food. It also encourages fast-food restaurants to compete for consumers and build loyalty to their companies.

The purpose of this study is to see the satisfaction of customers to fast food restaurant KFC Branch Buah Batu Bandung, using the method of IPA (Importance Performance Analysis). This research uses quantitative descriptive method. The population used in this study is consumers or visitors of fast food restaurant KFC Branch Batu Buah Bandung, the number of samples are minimal as many as 100 respondents. From the data obtained by the expectation level of fast food restaurant visitor KFC Buah Batu Bandung branch is higher that is 85.95% while service performance is only 80.16%.

The results showed that the level of customer satisfaction on the service performance that has been given is 4.01 which can be interpreted that the servicescape on fast food restaurant KFC Branch Buah Batu Bandung is the satisfaction for consumers, while the level of consumer expectation is 4.30 can be interpreted from consumer expectations and in accordance with service quality which has been given by fast food restaurant KFC Branch Buah Batu Bandung. IPA matrix used to know the attribute of the priority is in quadrant A consisting of 4 attributes, quadrant B consists of 11 attributes, C quadrant consists of 10 attributes, and quadrant D contains of 1 attribute.

Keywords: IPA (Important Performance Analysis) Method, Servicescape, Consumer Satisfaction.