

ABSTRACT

In the modern era, the competition in the business world increasingly tight making companies or businesses must find a way to compete and survive in the market. One way for companies to compete and survive is the company must be able to adjust to the wants and needs of consumers.

The research was conducted at Olivia Collection Store which is a confection as well as a conventional store. The Olivia Collection store is located at Jalan Plumpang Semper no 61, North Jakarta. This study aims to analyze customer satisfaction Olivia Collection Store based on the quality of service so that Olivia Collection Store can continue to survive in increasingly stringent market conditions and have an increasing quality of service.

Primary data in this study was obtained through interviews and distributing questionnaires to 385 consumers of Olivia Collection Store. Secondary data is obtained from previous research documents and related research theories contained in the book. Data that has been collected and then processed by using Customer Satisfaction Index (CSI) and Importance-Performance Analysis (IPA).

Based on the result of research, it can be concluded that customer expectation on service quality at Olivia Collection Store is included in very important category with percentage value of 88.77%. Performances by Olivia Collection Store on the quality of service included in the category is very good with percentage value of 85.78%. Consumer satisfaction on service quality at Olivia Collection Store included in category very satisfied with percentage value equal to 85,86%.

Quality of service that is still not in accordance with consumer expectations that the product layout in the Olivia Collection Store allows customers to find what they want, Olivia Collection Store has the merchandise available when customers want it, Olivia Collection Store almost never make a mistake on every time customers transact so it still needs to be fixed.

Keywords: Service Quality, Customer Satisfaction Index, Importance-Performance Analysis