

ABSTRACT

One of the official workshop companies owned by Toyota is Auto2000 Asia Afrika Bandung. Customer satisfaction in Auto2000 Asia Afrika Bandung is said to decline, according to data Auto2000 Asia Afrika Bandung in the range of April 2018-April 2019 There is a declining number of vehicles service by 94%. This signifies dissatisfaction of customers with the quality service Auto2000 Asia Afrika Bandung. This research aims to know the level of customer satisfaction also analyzing the variables that need improvement in Auto2000 Asia Afrika Bandung.

This research uses CSI and IPA methods. The population research is a customer who uses service Auto2000 Asia Afrika Bandung. Sampling was carried out using NonProbability Sampling with the number of respondents as many as 100 people. The results are processed with CSI analysis to determine the level of satisfaction and GAP analysis then reprocessed using the IPA method to know the variables that need to be done improvement through SPSS 22.

The results of performance gain a good category with 77.31%. And interest rates on companies with a good category by 80.21%. The level of satisfaction measured through CSI gets a value of 77.91% which means customers are satisfied, while on GAP analysis 15 of 17 items are negative, it can be concluded that the consumer has not been satisfied. In Cartesian diagram there are 5 aspects that must be improved to improve consumer satisfaction over the quality of service of the company Auto2000 Asia Afrika Bandung

Keywords: *Costumer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Costumer Satisfaction, Service Quality*

