

Abstract

In this research, a customer satisfaction survey website based on Important Performance Analysis (IPA) has been developed at the Sobat Wedding Company. This website development method uses the Linear Sequential method which is very suitable for use in this case because it has systematic and sequential development stages. Meanwhile, the IPA method is used to process respondent data which is used to calculate service quality scores and customer satisfaction levels. This customer satisfaction survey website has features that are in accordance with the company's requirements specifications, and these features have been tested and have passed validation testing carried out using Black Box Testing. This survey website can be used as a digital survey platform, which can help companies evaluate company performance and improve the quality of service for customers.

Keywords: Websites, IPA Methods, Surveys, Customer Satisfaction Analysis