

ABSTRACT

ANALISIS KEPUASAN PELANGGAN GO-FOOD PADA GOJEK DI BANDAR LAMPUNG

By

INTAN PRATIWI
1612110079

This study aims to analyze Go-food customer satisfaction at Gojek in Bandar Lampung. The number of samples in this study were set as many as 105 Go-food customers in Bandar Lampung. Data analysis methods used in this study are the *Customer Satisfaction Index (CSI)* and *Importance and Performance (IPA)* by analyzing the level of consumer interest and the performance of Go-food purchased at Gojek in Bandar Lampung. The results of this study indicate that: (1) Customer satisfaction for the quality of go-food service at Gojek in Bandar Lampung in the category of unsatisfied with an index value of 33.57%, while customer satisfaction for product quality in the category is not satisfied with an index value of 20, 29%, meaning that the overall go-food customer expressed dissatisfaction with both the quality of service and the quality of the go-food product at Gojek in Bandar Lampung and when viewed from the dominant go-food customer satisfaction index figures were not satisfied with the quality of service. (2) Attributes that need to be repaired or prioritized go-food on Gojek in Bandar Lampung for quality of service: a) The neatness of the packaging carried by the go-food driver when delivering food, b) Ease of receiving change after receiving an order, c) The ease and speed of accessing go-food applications and d) The speed of time the go-food drivers deliver food, while for product quality are: a) Food and drink food ordered hygienic, b) Durability and taste of food and drink go -food, c) Neatness of the packaging ordered is not in a mess and d) Display on the menu of food and beverages selected in full according to the stock provided. (3) Attributes that must be maintained by go-food at Gojek in Bandar Lampung on the quality of service are a) Orders delivered in accordance with those described in go-food and b) Responsibility of gofood drivers remains between orders to customers if there is a disturbance in the GPS, while for the quality of the product is food and go-food drinks do not use preservatives.

Keywords: CSI, IPA, Satisfaction

