

## RM TAWAKAL CUSTOMER SATISFACTION ANALYSIS USING CSI AND IPA METHODS

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### Abstrak

*Selain sandang dan papan, pangan merupakan kebutuhan pokok manusia. Tak heran jika industri kuliner berkembang pesat di berbagai kota di Indonesia. Salah satunya di Klaten, Jawa Tengah. Contoh bisnis rumah makan (RM) di Klaten adalah RM Tawakal Haji Rofi`atun. RM Tawakal ini terletak di Dusun Popongan, RT03, RW03, Tegalondo, Wonosari, Klaten. Menjaga kepuasan pelanggan memerlukan kontrol kualitas untuk memenuhi kebutuhan dan kepuasan pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui kepuasan pelanggan terhadap kualitas pelayanan RM Tawakal. Responden survei ini adalah klien RM Tawakal dan pengumpulan data yang disurvei / disurvei. Pengolahan data didasarkan pada Customer Statistics Index (CSI) dan Importance Performance Analysis (IPA). Menurut survei, hasil akhir perhitungan Customer Statistics Index (CSI) adalah 80,01%, dan konsumen puas dengan layanan yang diberikan, namun belum maksimal. Saat diuji menggunakan metode Severity Performance Analysis (IPA), kuadran A berisi enam atribut. Artinya, ada enam atribut yang pelayanannya belum maksimal, dan restoran perlu meningkatkan pelayanan.*

**Kata kunci:** RM Tawakal, Customer Statifitacion Index (CSI), dan Importance Performance Analysis (IPA),kepuasan pelanggan.

### Abstract

Apart from clothing and shelter, food is a basic human need. No wonder the culinary industry is growing rapidly in various cities in Indonesia. One of them is in Klaten, Central Java. An example of a restaurant business (RM) in Klaten is RM Tawakal Haji Rofi`atun. RM Tawakal is located in Popongan Hamlet, RT03, RW03, Tegalondo, Wonosari, Klaten. Maintaining customer satisfaction requires quality control to meet customer needs and satisfaction. The purpose of this study was to determine customer satisfaction with the service quality of RM Tawakal. Respondents of this survey are RM Tawakal clients and surveyed data collection / surveyed. Data processing is based on the Customer Statistics Index (CSI) and Importance Performance Analysis (IPA). According to the survey, the final result of the calculation of the Customer Statistics Index (CSI) is 80.01%, and consumers are satisfied with the services provided, but not optimally. When tested using the Severity Performance Analysis (IPA) method, quadrant A contains six attributes. That is, there are six attributes whose service has not been maximized, and restaurants need to improve service.

**Keywords :** RM Tawakal, Customer Statistics Index (CSI), and Importance Performance Analysis (IPA), customer satisfaction.

### Introduction

Apart from clothing and shelter, food is a basic human need. No wonder the culinary industry is growing very rapidly in various cities in Indonesia. According to the Central Statistics Agency (2019),

one of them is in Klaten, Central Java. Klaten has a population of around 1,174,986 people, but this figure does not include immigrants.

In this case, the general term to refer to businesses that serve dishes to the public and provide places to eat these dishes and apply certain tariffs for food and services are usually called restaurants. Although restaurants generally serve food on the spot, there are restaurants that serve food with a *delivery service system*. Restaurants usually to serve their customers must specialize in the type of food served, for example, Chinese food restaurants, Padang food stalls, fast food restaurants and so on (Indonesian Wikipedia, free encyclopedia).

Now, by looking at the potential that exists, the development of business in the culinary field is growing which can be seen from the many culinary businesses that are starting to emerge. Based on data quoted from BPS Klaten, the number of restaurants in 2019 was 23,000, while for the province of Central Java, there were 3,658,000 restaurants. One example of a restaurant business (RM) in Klaten is RM Tawakal Haji Rofi`atun. This Tawakal RM is located in Popongan Hamlet, RT 03/RW 03, Tegalondo, Wonosari, Klaten.

RM Tawakal led by Haji Rofi`atun was first established in 2001 by Haji Rofi`atun who lives on Jl. Solo Jogja KM 18 Popongan, Wonosari, Klaten. When RM Tawakal was founded, the menu was small, but now the menus such as Javanese food, cap cai, fried rice, Mie Godog and Paklay are starting to change. The concept of RM Tawakal is a *buffet*, so buyers can determine the amount according to their wishes, but buyers can also request a *pick-up* on the menu. The prices of each menu offered are also reasonable.

RM Tawakal has many customers both from outside the city and from within the city. For example from Central Java, Solo, Yogyakarta, Jakarta, and others. In addition to the Solo-Jogja arterial road, this location is a strategic location for RM Tawakal and can also be used as a resting place for passing drivers. RM Tawakal schedule which is open every day from 08.00 to 23.00.

In an effort to win the competition in service companies, especially restaurant businesses, entrepreneurs must be able to make decisions in order to compete with other companies. Entrepreneurs are required to be able to maintain and compete in the market in order to develop properly. Companies must be able to know the needs and desires of customers to create customer satisfaction and survive in competing with other companies (Situmeang, 2017).

Competition between products and services is also increasing, in line with business developments that are getting wider and faster. Conditions like this require companies to always prioritize customer satisfaction. For every service company, one of the important things in maintaining customer satisfaction is maintaining service quality. So if you want to retain customers, the company must be able to meet customer satisfaction (Lulu Dian Anggraeni, 2016).

In an effort to maintain customer satisfaction, entrepreneurs need to manage the quality of food taste, variety of food menus, people/work related services, and cleanliness of the place to meet or exceed customer expectations.

For the above problem, the researcher analyzed the customer satisfaction of RM Tawakal using the customer statistical index and the critical performance analysis method to inform the owner of RM Tawakal about the food quality, taste, menu, service, and the researcher wants to drive extraordinary improvement with new breakthroughs that improve hygiene. For the purpose of this research are identify the factors that cause customer dissatisfaction at RM Tawakal and describe and analyze the owner's efforts to overcome customer dissatisfaction problems at RM Tawakal.

Previous research conducted by Sanusi Mulyo Widodo, Joko Sutopo (2018) entitled *The Customer Statification Index (CSI) Method to Understand Customer Satisfaction Patterns in the Model E-Commerce Business-to-Customer*. This journal focuses on *e-commerce continues to grow*, which is marked by an increase in internet users in Indonesia. From business to customer, it's one model of *e-commerce*. In other words, it is a business process in which the seller (manufacturer) deals directly with the buyer. The traditional buying and selling process is considered inefficient because it requires sellers and buyers to meet face-to-face and feel that the range of sales is not wide. Therefore, an efficient sales media is needed, and its reach is wide. To prevent this problem from becoming ongoing,

a company-to-customer ecommerce website was created. The built *e-commerce will provide a questionnaire page for customers which will later be implemented using the Customer Statification Index (CSI) method.*

Research conducted by Fadhilah Haris, Aulia Fashanah Hadining (2020) with the title ABC laundry customer satisfaction analysis using the *Service Quality, Importance Performance Analysis (IPA)* and *Customer Statification Index (CSI)* methods). This research was conducted with the aim of knowing the level of customer satisfaction with the service quality of ABC Laundry and to find out whether there is a significant difference between customer perceptions and expectations on each quality dimension. This research is a quantitative survey research. The results of testing the level of customer satisfaction using the *Customer Statification Index (CSI)* method are 91%. In testing with the *Importance Performance Analysis (IPA)* method, there are 5 attributes that are included in quadrant I, which means that there are 5 service attributes that are not maximized. Based on testing using the Servqual method , the repair sequence starts from the E1 attribute which has the largest negative value (laundry can resolve customer complaints)

Using *Importance Performance Analysis* and *Customer Statification Index Methods* at UKM Gallery This study aims to determine the service quality attributes that are considered important in determining customer satisfaction, Knowing UKM Gallery performance on service quality attributes that determine customer satisfaction, Knowing customer satisfaction with the quality of service provided UKM Gallery, Knowing the relationship between customer characteristics and the level of satisfaction. The results of the study indicate that there are two attributes that are considered important in determining the satisfaction of UKM Gallery's customers. The two attributes include: service to consumer complaints shopping (attribute 7), and product safety assurance (attribute 10). UKM Gallery's performance on service quality attributes that determine customer satisfaction is still unsatisfactory. This is based on the results of the *Importance Performance Analysis* which shows that there are two attributes that are in the first quadrant (main priority) where the attributes contained in this quadrant are attributes that have a high importance value for consumers, but their performance is still lacking. satisfying. Using the Customer Satisfaction Index (CSI), D[acknowledges a CSI value of 0.71 or 71%. This value is in the range of 0.66 to 0.80. This means that consumers are "satisfied" with the services offered by UKM Gallery. Based on the *chi-square* correlation test conducted on six variables of customer characteristics, it is known that there are two variables related to the level of customer satisfaction , namely: Age and last education.

The added value or *added value* of the research that has been done is that after the suggestions for improvement are given by the researcher, then there are stages of implementation carried out by the owner of RM Tawakal based on the results of the analysis of the research conducted.

### **Research methodology**

Research method describes how the steps carried out in research can answer the formulation of the problem in research . This research stage can be seen in the following flowchart.

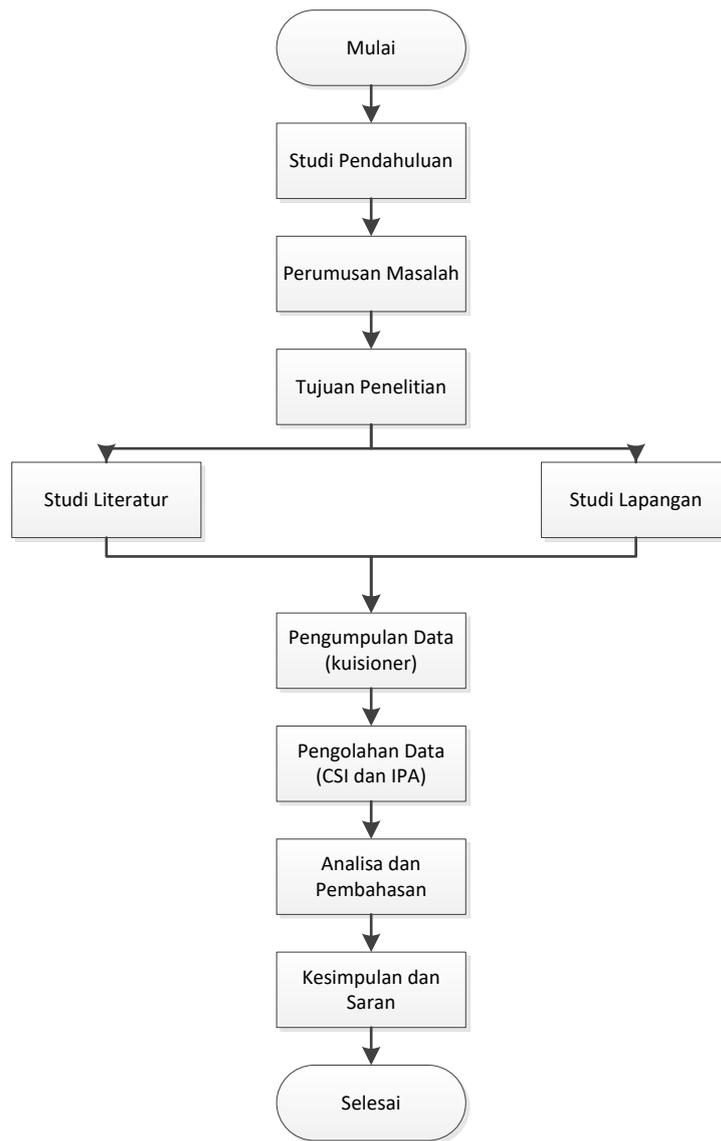


Figure 1 . Research Methodology Flow Chart

In determining the subject, the researcher developed a framework based on the dimensions and indicators of customer satisfaction of Haji Rofi`atun's RM Tawakal in Dukuh Popongan, RT 03/RW 03, Tegalondo, Wonosari and Klaten. There are five aspects that determine service quality in providing superior service to customers. Namely, responsiveness, reliability, empathy, security, and concreteness. These five elements are the main sources of reference for this research. Customer satisfaction shows how these perceptions and expectations lead to positive and negative gaps that can be used as indicators of a company's customer satisfaction. The positive value gap indicates high service quality because customers are satisfied and expectations are met. Conversely, a negative gap indicates poor service quality because consumers are dissatisfied because they do not meet expectations. Based on the existing theory , in this research the frame of mind model can be formulated as follows:

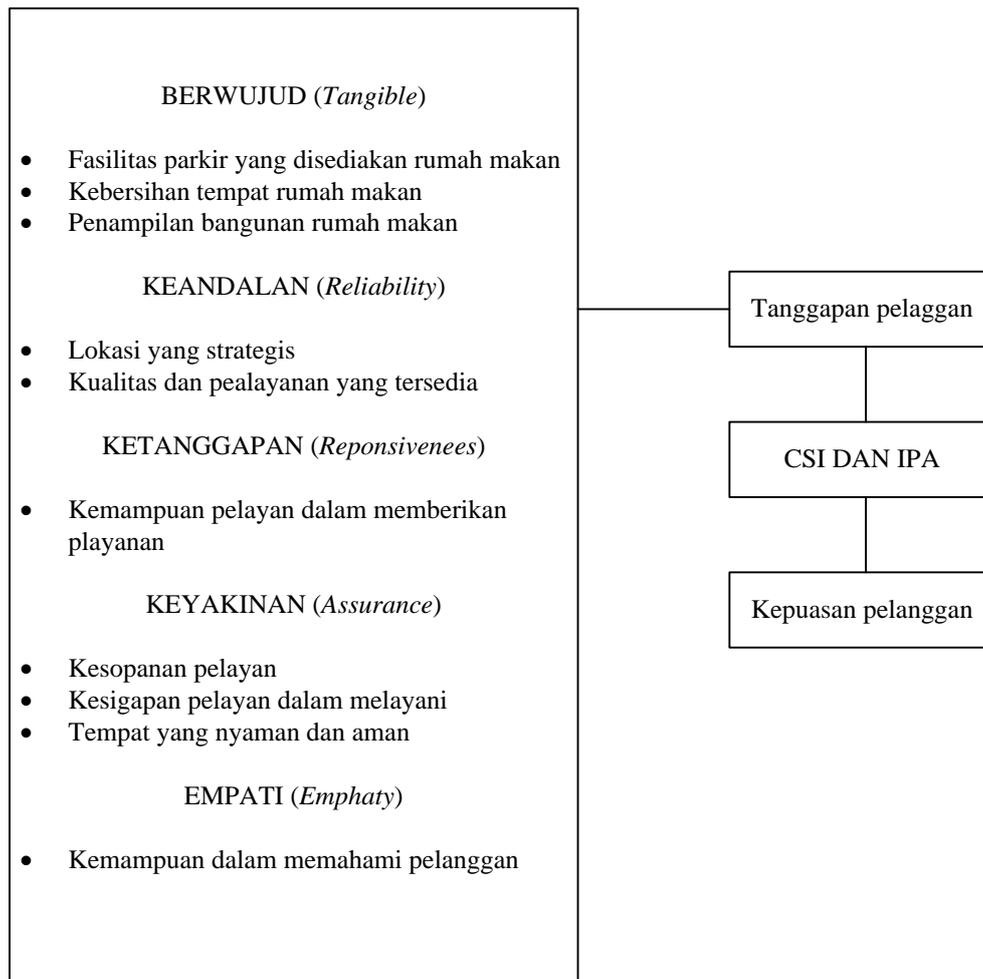


Figure 2. Concept of thought

The framework of thought becomes a reference and an important stage in research. Where the framework of thought is a description of the research flow that has been determined which will be carried out in later research. The method used to measure customer satisfaction in the framework of thinking is at the stage of problem formulation. In this study, before making a questionnaire that functions to measure customer responses, it is determined in advance 5 indicators to be measured along with questions to be asked. Where the 5 indicators are form, reliability, response, confidence and empathy. The next step is to measure consumer responses which are then measured using the CSI and IPA methods. The results of the CSI and IPA calculations are analyzed for further improvement suggestions.

### Data processing

In the data processing stage, it is necessary to calculate the average level of importance and performance first. Here Table 1 shows the calculation of the average number of importance and performance levels used to determine the results of the Customer Satisfaction Index (CSI):

Table 1 Customer Statification Index

	(I)	(P)	(I x P)
A1	4.00	4.20	16.8
A2	3.83	3,80	14.535
A3	3.73	4.15	15,45875
A4	3,75 _	4.10	15,375
A5	3.70	4.03	14.911
A6	3.55	3.88	13.774
A7	3.43	3.95	13,52875
A8	4.03	3.98	16.0195
A9	4.00	4.03	16.12
A10	3.93	4.05	15,89625
A11	4.10	4.03	16.523
A12	4.00	3.65	18.6
A13	3.95	3.83	15,1285
A14	4.08	4.03	16,42225
A15	4.08	4.25	17,31875
A16	4,13	4.03	16.62375
A17	3.25	4.10	13,325
A18	3.88	3.83	14.84125
A19	3.90	3.88	15,132
A20	3.85	4.18	16,093
A21	3.98	4.23	16,81425
A22	3,90 _	3.68	14,352
A23	3.88	4.03	15.61625
A24	4.03 _	3.83	15,41575
A25	3.75	3.93	14.7375
A26	3.63	4.08	14.79
A27	3.68	3.93	14,44275
A28	3.45	4.05	13.9725
A29	3.93	3.78	14.8365
A30	3,88 _	3.60	13.95
A31	4.10	3.88	15,098
	119.30		447.26

Here is the calculation formula *Customer Stats Index* (CSI) :

$$CSI = \frac{T}{5Y} \times 100\% = \frac{477,26}{5(119,30)} \times 100\% = 80,01 \%$$

The final result obtained from the calculation of the *Customer Statistics Index* (CSI) above is 80.01%, and based on Table 1 it can be concluded that consumers are satisfied .

**Data Processing with IPA**

The model used in this measurement uses the IPA model, which is to measure the level of satisfaction performance that is considered important by customers and the satisfaction performance they receive from customers. In this case, the main purpose of IPA as an analytical tool is to facilitate

the identification of attributes based on their relative importance, whether the product or service performs under or above performance.

In measuring the interpretation of the performance of a product or service, it is usually presented in graphical form (Cartesian degrees ) using four quadrants, namely quadrant A, quadrant B, quadrant C, and quadrant D. The performance of the product or service being evaluated is shown in each of these quadrants. In this study, the results of the calculation of performance and importance are shown in the following table :

Table 2 Table of performance and importance

<i>Performance</i>	<i>Importance</i>
4.00	4.20
3.83	3.80
3.73	4.15
3.75	4.10
3.70	4.03
3.55	3.88
3.43	3.95
4.03	3.98
4.00	4.03
3.93	4.05
4.10	4.03
4.00	3.65
3.95	3.83
4.08	4.03
4.08	4.25
4.13	4.03
3.25	4.10
3.88	3.83
3.90	3.88
3.85	4.18
3.98	4.23
3.90	3.68
3.88	4.03
4.03	3.83
3.75	3.93
3.63	4.08
3.68	3.93
3.45	4.05
3.93	3.78
3.88	3.60
4.10	3.88

The results of distributed research will determine the level of performance and average imports, which will later be processed by the SPSS application . Below is the result chart of SPSS application processing .

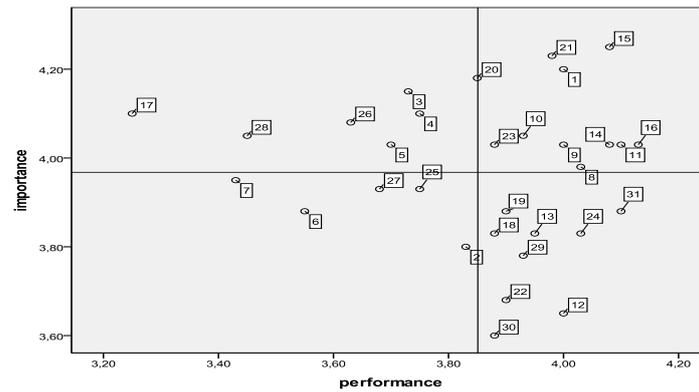


Figure 1 Graph of Importance-Performance Analysis (IPA)

Information:

1. Tawakal restaurant employees give fast service in serving.
2. Employees immediately serve you when is visiting
3. You don't have to wait too long from order until the food is served.
4. Employees are always there when needed.
5. Food provided by Tawakal restaurant hygienic/healthy.
6. The employees are friendly and always provide smile when providing service on visitors.
7. Room interesting and beautiful table available clean.
8. The price of the food is affordable.
9. Prices are in accordance with the purchasing power of consumers.
10. Price according to taste quality.
11. Price according to quantity (portion).
12. The price of this restaurant is cheaper compared to other places.
13. Price according to taste given.
14. Easy to reach location public transportation.
15. Condition of the road to the restaurant Good tawakal.
16. Viewable places or locations clearly from a normal viewing distance.
17. There are directions for the Tawakal restaurant
18. The location is strategic, there are many people who are active around the restaurant.
19. Traffic around the restaurant is smooth.
20. Has a large and comfortable parking area.

21. Have a secure parking space.
22. Tawakal restaurant has a supportive environment for business establishment.
23. Food provided according to consumer tastes
24. Employees provide good service
25. Supporting facilities such as hand washing and prayer places are as expected
26. Interested in visiting again because the taste of the food served is satisfying
27. Interested in visiting again because the service provided is satisfactory
28. Interested in visiting again because the supporting facilities provided are adequate
29. Recommend this restaurant to friends because the food served is delicious
30. Recommend this restaurant to friends because the service provided is good
31. Recommend to friends because the facilities provided are adequate

**Results and Discussion**

**CSI Results Analysis**

From the results of the analysis where the final result of the calculation of the *Customer Statification Index* (CSI) is 80.01%. This shows the RM Tawakal Customer Satisfaction Index Jl. There are Solo-Jogja KM 18, Popongan, Wonosari and Klaten. To show a satisfactory position in the services provided by the restaurant, so the restaurant needs to maintain and improve the quality of its service.

**IPA Result Analysis**

**Quadrant A**

Quadrant A has dimension 3, dimension 4, dimension 5, dimension 17, dimension 26, and dimension 28. In short, the dimension of service quality is that customers don't have to wait too long from order to food. issued. The staff is always there when needed, delicious hygienic and healthy food RM Tawakal, with directions to RM Tawakal. As a consumer, RM Tawakal offers poor service quality . Therefore, the management of RM Tawakal must strive to improve its services to consumers based on the above aspects .

Table 3 quadrant table A

Quadrant	Attribute	Dimension
A	You don't have to wait too long from ordering until the food is served	3
A	Employees are always there when needed	4

A	The food provided by RM Tawakal is hygienic / healthy	5
A	There is a road sign for RM Tawakal	17
A	Interested in visiting again because the taste of the food served is satisfying	26
A	Interested in visiting again because the supporting facilities provided are adequate	28

**Quadrant B**

In quadrant B there are dimensions 1, dimension 8, dimension 9, dimension 10, dimension 11, dimension 14, dimension 15, dimension 16, dimension 20, dimension 21 and dimension 23. That is, the service quality dimension in the form of RM Tawakal employees must be able to provide presentations . fast in service , affordable food prices, prices according to consumer purchasing power, prices according to taste quality, prices according to quantity (portions), easy access to public transportation, road conditions to RM Tawakal are good, location and place can be clearly seen with normal visibility, has a large and comfortable parking lot, has a safe parking space, the food provided according to consumer tastes is considered important by consumers and RM Tawakal has provide services of good quality. Currently RM Tawakal must maintain the quality of service that will be provided to customer for the dimensions mentioned above.

Table 4 quadrant B . table

Quadrant	Attribute	Dimension
B	RM Tawakal employees provide fast service in serving	1
B	Affordable food prices	8
B	Prices according to consumer purchasing power	9
B	Price according to taste quality	10
B	Price according to quantity	11
B	The location is easy to reach by public transportation	14
B	The condition of the road to RM Tawakal is good	15
B	The location or place is clearly visible from normal visibility.	16
B	Have a convenient parking lot	20
B	Have a secure parking space	21
B	The food provided is in accordance with the tastes of consumers	23

**Quadrant C**

In quadrant C there are dimensions 2, dimension 6, dimension 7, dimension 25, and dimension 27. This means that RM Tawakal consumers assess the dimensions of employees who immediately serve you while visiting, employees are friendly and always give a smile when providing services to

visitors, attractive and attractive rooms. the available tables are clean, supporting facilities such as hand washing and prayer rooms are as expected, interested in visiting again because the taste of the food served is satisfactory, not important and RM Tawakal provides services to consumers for the dimensions mentioned above with low quality. RM Tawakal is not too important to pay attention to these dimensions.

Table 5 C quadrant table

Quadrant	Attribute	Dimension
C	When someone wants to visit the employee must immediately serve	2
C	The employees are friendly and always give a smile when providing service to visitors	6
C	Neatly arranged rooms and clean tables	7
C	Supporting facilities such as hand washing and prayer rooms are as expected	25
C	Interested in visiting again because the service provided is satisfactory	27

**Quadrant D**

Quadrant D has dimension 12 , dimension 13 , dimension 18 , dimension 19 , dimension 22 , dimension 24 , dimension 29 , dimension 30 , and dimension 31 . Given its strategic location where many people work, the flow around the restaurant is smooth, RM Tawakal has an environment that supports entrepreneurship, the staff provide good service and recommend to friends this restaurant because the food is very good, recommend this restaurant to friends because the service is good, provided Recommended to friends also equipped, not considered important, but RM Tawakal offers quality service. Therefore, RM Tawakal needs to reduce its efforts to provide superior service on the above dimensions .

Table 6 quadrant D . table

Quadrant	Attribute	Dimension
D	The price of this restaurant is cheaper than other places	12
D	The price is according to the taste that is given	13
D	Strategic location where there are many people active around	18
D	Traffic around the restaurant is smooth	19
D	The restaurant has a supportive environment for business establishment	22
D	Employees provide good service	24
D	Because the food served is delicious, this restaurant can be recommended to friends.	29
D	With the service provided, I can recommend this restaurant to friends.	30
D	With the facilities provided are adequate, it can be recommended to friends	31

## **Conclusion**

The conclusion of this study is that the service that determines customer satisfaction at RM Tawakal is still inadequate. This can be seen from the results of IPA. This shows that according to consumers several important attributes are in the first quadrant (priority). This attribute is highly appreciated by consumers, but the performance of RM Tawakal is still poor. Based on *the Customer Statistics Index (CSI)*, we know that the calculated CSI value is 80.01% and the range of values is 66-80.9%. This satisfies consumers who use the services of RM Tawakal .

## **Suggestion**

Based on the results of the *Importance Performance Analysis* , RM Tawakal needs to make improvements or services in quadrant A, because this quadrant is considered important by consumers but the restaurant provides poor service. Based on the results of the *Importance Performance Analysis* , RM Tawakal needs to maintain the attributes in the B quadrant because it is considered important by consumers, therefore the restaurant needs to maintain and improve its performance to be more competitive and maintain the quality of its service. In quadrants C and D, the level of importance is low but the restaurant must still pay attention to its performance. This is because customer perceptions and expectations can change over time. For further research, it is expected that more samples will be taken so that the final results of data processing are more valid and reliable.

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