

***Analysis of Service Quality on Customer Satisfaction at Bakso Remaja, Balung
- Jember Using the Customer Satisfaction Index (CSI) Method***

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ABSTRACT

This research is conducted due to the increasing competition in the food industry in Jember, particularly in Balung District. The growing number of food businesses has led companies to strive to develop effective strategies to attract customers, particularly in terms of providing satisfying service quality. The purpose of this research is to evaluate the level of service quality at Bakso Remaja and its impact on customer satisfaction, as well as to identify the attributes of Bakso Remaja that are capable of satisfying customers. The entire customer base of Bakso Remaja is considered the population for this study, with specific criteria, and a sample of 49 respondents was taken. SPSS 20 was used as the analysis tool. Based on the research findings, it was discovered that the Customer Satisfaction Index reached 88%, indicating that customers are highly satisfied with the service quality at Bakso Remaja.

Keywords: *Customer Characteristics, Customer Satisfaction, Service Quality, and Customer Satisfaction Index (CSI)*