

CUSTOMER SATISFACTION INDEX (CSI) ANALYSIS OF COFFEE DRINK PRODUCTS AT HARSA TEA CAFE

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ABSTRACT

Considering the increasing business competition, business people have to think about the quality of their business to increase customer satisfaction. Customer satisfaction in a business is an important priority, because it is an indicator of the success of a business. This research was conducted because the author wanted to know the level of satisfaction of consumers in consuming the only coffee drink product at a tea shop called Harsa Tea Cafe. The method in this research uses the customer satisfaction index (CSI) as a measuring tool to find out how much customer satisfaction there is by using the 4P marketing mix as a variable to find out. The results of the processed customer satisfaction index (CSI) data were 96.87%, this figure shows that the level of customer satisfaction with coffee drink products at the Harsa Tea Cafe is at the "very satisfied" level.

Keywords: Customer satisfaction, 4P marketing mix, Customer satisfaction index (CSI)