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DESCRIPTIVE ANALYSIS OF CATERING SERVICE SATISFACTION: A CASE STUDY OF CV. TIDAR'S CATERING

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ABSTRACT

This research is motivated by the efforts of CV. Tidar's Catering to rise from the pandemic Covid-19 that hit in 2020. With the goal of finding strategies that are appropriate for CV. Tidar's Catering in response to the movement of the wedding industry in Indonesia which is slowly returning to normal. This study is applied research using Consumer Satisfaction index, Gap Analysis, and Importance Performance Analysis. The sample used are the 30 people who have used the services of CV. Tidar's Catering in the last 5 years to formulate a strategy in 2023. It was found that these 30 people are satisfied with the service CV. Tidar's Catering based on the Customer Satisfaction Index. But there is still a gap between the Services received and the expectations of consumers when the analysis was performed using the Gap Analysis Performance-Importance. The Research then proceed through the Importance Performance Analysis which found overall attributes contained in the service CV. Tidar's Catering requires attention from low priority to high.

INTRODUCTION

The background of this research is the efforts of CV. Tidar's Catering to rise after being affected by the COVID-19 pandemic in 2020. This can be seen through the high purchase of wedding-related goods at Tokopedia which increased by four times in the second quarter of 2021, said Tokopedia's external communications senior lead, Ekhel Chandra Wijaya (rctiplus, 2021). Previously, in early 2020, the General Chairperson of the Indonesian Wedding and Wedding Dress Entrepreneurs Association said that one of the rules that reduced turnover by almost 100% was the first Large-Scale Social Restrictions in April 2020 (detik, 2020). This is what drives CV. Tidar's Catering to create a strategy to be able to compete again in 2022.

As a service company, CV. Tidar's Catering is inseparable from the assessment of customer satisfaction. Consumer satisfaction is very important for companies to know, because by knowing the value of satisfaction the company can assess the extent to which the company's performance in the eyes of consumers. Of course, the company already has its own quality standards, but are these quality standards in line with consumer expectations? Based on this the author feels the need to conduct research related to the quality of services provided by CV. Tidar's Catering and consumer views on the services provided.

There is ServQual (Service Quality) introduced by Parasuraman et al. (1985), where this ServQual is used to measure the extent to which the quality of a service is. Measurement of service quality is based

on the dimensions of service. Based on the service-quality model, it produces 5 measurements needed to assess the quality of a service, namely: Tangible, Empathy, Reliability, Responsiveness, and Assurance.

In measuring consumer satisfaction, the author compares the expectations/level of importance submitted by consumers with the assessment they feel when receiving services. This method can show how satisfied consumers are with the service of CV. Tidar's Catering. There are 3 methods used in this research, namely Customer Satisfaction Index (CSI), Gap Analysis P-I, and Importance Performance Analysis (IPA). Where all three use the assessment of importance and performance assessment in analyzing customer satisfaction.

Because CV. Tidar's Catering has never previously conducted an analysis of customer satisfaction with the products provided, therefore several formulations of problems are made, referring to the background above. The first is what level of consumer interest in CV. Tidar's Catering for wedding catering service products owned by CV. Tidar's Catering. The second is how the level of consumer satisfaction CV. Tidar's Catering on the service attributes of wedding catering products owned by CV. Tidar's Catering. The third is how the classification of the priority level of the catering service aspect owned by CV. Tidar's Catering according to Importance Performance Analysis (IPA). The fourth is what strategy recommendations for CV. Tidar's Catering based on Importance Performance Analysis (IPA).

This research will be addressing the above questions raised. By analyzing customer satisfaction CV. Tidar's Catering can then be assessed to what extent the level of consumer satisfaction and the level of consumer interest in the performance of CV. Tidar's Catering. By using Importance Performance Analysis, it is expected that CV. Tidar's Catering can classify the priority level of its service aspects. And get strategic recommendations related to the development of services owned by CV. Tidar's Catering is based on the results of the Importance Performance Analysis (IPA).

LITERATURE REVIEW

A service can be defined as an action or deed that can be offered by one party to another which is essentially intangible and does not result in ownership of anything (Kotler & Armstrong, 2018; Kotler & Keller, 2016). ServQual (Service Quality) Model introduced by Parasuraman et al. (1985), stated that there is a difference in the form of a gap between the services provided by businessmen and what is ultimately received by customers. This model was created with the aim of managing expectations rather than customers.

Based on this service quality model, author identified 5 service quality determinations based on their importance (Kotler & Keller, 2016). These five aspects are commonly known as TERRA. The T stands for Tangible, which means the customer's needs that focus on physical facilities such as buildings, rooms, and parking spaces, cleanliness, tidiness, and room comfort, completeness of equipment, means of communication and appearance of employees. The E stands for Empathy, which means the availability to provide personal attention to customers. The first R stands for Responsiveness, which means the ability to help customers and provide services quickly. The second R stands for Reliability, which means the ability to provide services or services, as promised, accurately and reliably. Lastly the A that stands for Assurance, which means the knowledge and the manners of employees also their ability to build up trust and confidence so that they are free from danger or risk of doubt.

Customer Satisfaction Index (CSI) can be used to identify the level of importance and level of customer satisfaction. Identify the level of importance and level of satisfaction with the service attributes. In the Customer Satisfaction Index (CSI), the Mean Importance Score (MIS), Weight Factor (WF), Mean Satisfaction Score (MSS) and Weight Score (WS) are calculated. MIS and MSS are calculated by finding the average value on Performance and Importance obtained from the results of questionnaires data collection. Next is to calculate the WF. The WF value is obtained from the percentage of MIS per attribute to the total MIS. What the Gap Analysis analyzed is the gap between Performance and Importance.

The gap value is obtained from the reduction in the Performance value minus the Importance value. The results will show whether the result received by consumers are in accordance with their expectations. As for Importance Performance Analysis, the performance and importance are brought together in a Cartesian diagram, where the x-axis showed the perceived value of performance/reality perceived by customers while the y-axis represents the value of importance/expectations. By using the combination of these values, it will be possible to find the point of assessment of customer satisfaction. This graph is divided into 4 quadrants which eventually become the reference for the priority level of performance improvement. Here it will be found, the main priority which means it is important for consumers and performance are assessed as lacking, maintaining performance are important for consumers and performance can be considered as good enough, low priority, namely for consumers it is not so important and performance is considered less, and excessive where consumers judge it is not important, but performance exceeds consumer expectations.

METHOD

This type of research design uses descriptive conclusive research, namely by using existing quantitative data and processing it into a result that can describe a certain assessment. Conclusive research is a research design that assists decision makers in determining, evaluating, and selecting the best decisions. Descriptive research is a type of conclusive research that has the main goal of a description of something that is usually a market characteristic or function (Malhotra, 2010).

The data used is also primary data which the researcher collects directly through a questionnaire that is distributed directly by the researcher. According to Malhotra (2010) primary data is data collected by the researcher himself directly from the first source or in this case the object of research to fulfil the information needed in research. The instrument used is a Likert scale. The Likert scale is a scale used to measure a person's attitudes, opinions, and perceptions about a particular object or phenomenon (Siregar, 2013).

The data collection was carried out by the researcher using a sampling technique. Namely taking some data from several populations to display a picture for the original population. The researcher chose the Non-Probability Sampling technique. According to Siregar (2013), Non-Probability Sampling is not everyone in the population has the same opportunity or chance to be selected as a sample. Then for the data collection technique, the researcher chose Purposive Sampling in data collection in this study. Purposive Sampling technique is a method of determining correspondents to be sampled based on certain criteria (Siregar, 2013). The above technique was chosen to reach people who meet the target of this research with a certain criterion that consists of male or female, they have used catering services from CV. Tidar's Catering as a consumer, and they have used CV. Tidar's Catering services within the last 5 years.

The type of questionnaire used is a closed questionnaire. The questions given to the respondents were in the form of multiple choice. So, in this type of questionnaire respondents are not given the opportunity to express opinions (Siregar, 2013). Data collection is carried out using the Google Form facility which will be distributed to residents of the Jabodetabek (Jakarta Bogor Depok Tangerang Bekasi) area.

Determination of the minimum number of samples used in this study using the opinion of Gay and Diehl (1992). They stated that if the research being carried out is a correlational or related research, then the sample size is at least 30 subjects (sample units). According to Roscoe (1975) the minimum sample for quantitative research is 30 samples. And according to Sekaran (2013) the minimum sample for quantitative research is 30 samples. The following is a list of similar studies that use 30 samples or make at least 30 research samples as the basis for determining the number of samples. Initially, the researchers distributed 100 questionnaires. The questionnaire was distributed to consumers who have used the services of CV. Tidar's Catering, but only 30 questionnaires were returned and assessed to meet the requirements by the researcher. This makes the data used in this questionnaire a total of 30 samples.

Data processing in this study using SPSS25 on the validity and reliability test. And for the Importance Performance Analysis (IPA), data processed by using Microsoft Excel 2016. Data processing uses Microsoft Excel to find the average (mean) level of consumer expectations and consumer ratings of each dimension in the service quality dimension. In addition, Excel is used to determine the value of the gap (gap) from the level of consumer expectations and consumer ratings of services. Microsoft Excel was also used to enter the expected value and assessment of each dimension into the x-y chart for use in Importance Performance Analysis (IPA).

The validity and reliability tests were carried out using IBM SPSS25. The validity test is carried out to measure the extent to which the concept can be measured accurately in a quantitative study (Heale & Twycross, 2015). Using Pearson's R this research will be said to be valid if the calculated R value is greater than the R table. The calculated R value is obtained from calculations using SPSS. As for the reliability test, this test is used to assess how consistent the respondents are in answering the questions in the questionnaire, this is what will assess how far the correlation of respondents' answers. The greater the correlation, the greater the reliability value. The reliability used looks at Cronbach's Alpha. Cronbach's Alpha is used to see the consistency of the scale used. So that the acceptable reliability score is a value of 0.7 or higher (Heale & Twycross, 2015).

In this study, researchers used Gap Analysis and Importance Performance Analysis (IPA). Gap analysis is used to determine the extent of the gap between the expectations of consumers for services and consumer assessments of the services they receive. If the value of this gap is positive, then the service has met or exceeded the expectations of consumers, and if the value of this gap is negative, it means that the performance of service products has not met the expectations of consumers. The value of this gap also describes the quality of the service product.

In addition to Gap Analysis, researchers also use Importance Performance Analysis (IPA). This method was used as a measuring tool in measuring the level of customer satisfaction with a product and service. This method uses a measurement approach on two aspects, namely consumer expectations, and consumer assessments of these products or services. This method begins with giving questionnaires to

respondents. Each question has two answers on a Likert scale ²¹ based on the level of importance (Importance) and the level of performance (Performance).

In calculating the Importance Performance Analysis (IPA) the level of conformity formula was used. Here it will be measured the extent to which the expectations or interests of consumers in accordance with the performance assessed by consumers.

$$TKi = \frac{xi}{yi} \times 100\%$$

TKi : Level of conformity

Xi : Performance assessment score (*Performance*)

Yi : Interest assessment score (*Importance*)

Overall assessment criteria = using intervals

$$Interval = \frac{Highest\ score - Lowest\ score}{Number\ of\ answer\ categories}$$

Example:

Highest score = 5

Lowest score = 1

Number of answer categories = 5

$$Interval = \frac{5-1}{5} = \frac{4}{5} = 0,8$$

Score range:

1,00-1,80 = very bad

1,81-2,60 = bad

2,61-3,41 = neutral

3,41-4,20 = good

4,21-5,00 = very good

For quadrant analysis, which is to calculate the average level of importance (importance) and performance (performance) for each attribute item with a formula.

$$\overline{Xi} = \frac{\sum_{i=1}^k Xi}{n}$$

\overline{Xi} = the average weight of the i-th performance attribute importance assessment level

n = number of respondents

$$\overline{Yi} = \frac{\sum_{i=1}^k Yi}{n}$$

\overline{Yi} = the average weight of the i-th performance attribute level of performance appraisal

n = number of respondents

The value of the average weight of the level of Importance and Performance assessment are what will eventually be used to arrange the coordinate points on the Cartesian diagram. The value of attribute Importance becomes the x-axis, and the value of Performance appraisal becomes the y-axis. After being inputted to the Cartesian diagram, the coordinates of each attribute will be obtained. This coordinate point eventually becomes a recommendation for placing priority decisions for decision making based on importance Performance Analysis (IPA). ²⁰

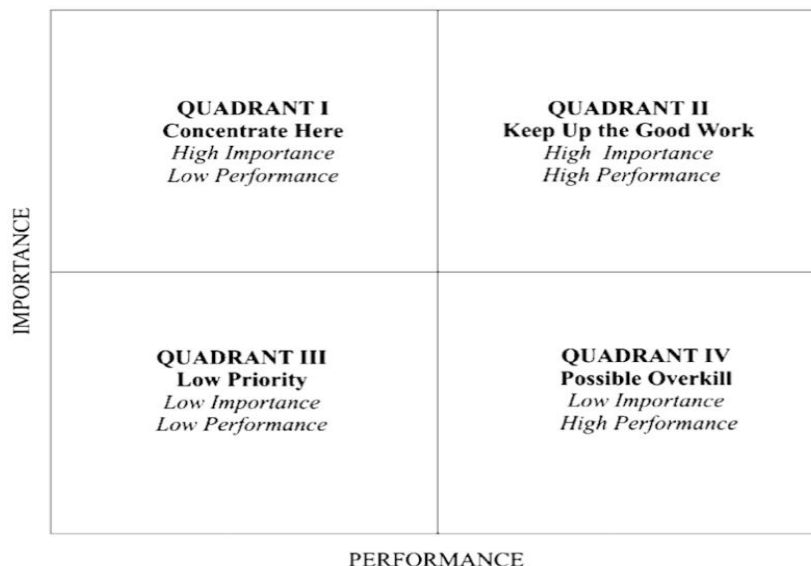


Figure 1: Quadrant of Importance Performance Analysis

RESULT AND DISCUSSION

The results of the study showing 4 different analyzes mutually support each other to produce the best improvement suggestions for the company. In the character analysis of the respondents, it was found that most respondents were women as much as 83%, 50% aged 21-30 years, 67% worked as employees of both public and private employees, 48% had the latest education level of bachelor and equivalent, 90% used CV. Tidar's Catering services for weddings, 27% respondent spent Rp.25 to 50 million on catering costs, 36% used CV. Tidar's Catering 1 time, and 67% made vendor selection decisions by themselves or their parents.

It can be understood that most of the respondents represent the mature age of marriage in Indonesia. No wonder the choice of most of the use of CV. Tidar's Catering services is for wedding catering, considering that so far CV. Tidar's Catering focuses a lot on selling wedding catering services. The age of 21-30 years is the ideal age for a woman in Indonesia to get married. And most people in Indonesia today are office workers. Using CV. Tidar's Catering services one time means that you are married only once. And for expenses in catering spending Rp. 25 to 50 million indicates that the cost of catering using CV. Tidar's Catering is still quite affordable, supported by the monthly consumption budget of most respondents as much as Rp. 1-3 million per month shows the consumer of CV. Tidar's Catering is still in the middle category.

5 Customer Satisfaction Index

Customer Satisfaction Index (CSI) can be used to identify the level of Importance and level of Customer Satisfaction. Identify the level of Importance and level of Satisfaction with the service attributes as a whole. In the Customer Satisfaction Index (CSI), the Mean Importance Score (MIS), Weight Factor (WF), Mean Satisfaction Score (MSS) and Weight Score (WS) are calculated.

Table 1. ² Customer Satisfaction Index (CSI)

No	Service Attributes	Mean Importance Score (MIS)	Mean Satisfaction Score (MSS)	Weight Score (WS)
1	Tidar's Catering has a clean serving food place.	4.97	4.70	17.3%
2	Tidar's Catering has an attractive decorating design	4.53	4.40	14.81%
3	Tidar's Catering employees look neat when taking orders.	4.73	4.57	16.05%
4	Tidiness of Tidar's Catering waiter when serving guests.	4.80	4.53	15.69%
5	Tidiness of Tidar's Catering waiter while attending food stands.	4.77	4.43	17.46%
6	The food served looks clean and fresh.	4.93	4.77	16.38%
7	Tidar's Catering customer service provides services as promised.	4.87	4.53	16.63%
8	Tidar's Catering waiters provide friendly service during the event.	4.83	4.63	15.70%
9	Tidar's Catering customer service conveys information related to promos, discounts, and payments clearly.	4.73	4.47	17.10%
10	Tidar's catering customer service provides accurate payment details.	4.87	4.73	16.40%
11	Tidar's Catering customer service has knowledge of their food menu.	4.73	4.67	17.82%
12	Speed in the ordering process until delivery.	4.93	4.87	17.08%
13	The accuracy of the food ordered.	4.93	4.67	16.98%
14	Tidar's Catering employees responded to customer complaints immediately.	4.90	4.67	17.34%
15	Customers receive proper service from Tidar's Catering employees.	4.93	4.70	16.99%
16	Tidar's Catering waiters are willing to help and assist consumers and guests during the event.	4.80	4.53	17.34%
17	Tidar's Catering waiters respond promptly to customer's and guest's requests during events.	4.87	4.50	16.15%
18	Tidar's Catering customer service responds to customer's questions immediately when placing an order.	4.83	4.57	16.26%
19	According to consumers, the food at Tidar's Catering is delicious.	4.90	4.77	17.34%
20	Customers don't worry about the quality of Tidar's Catering food ingredients (clean and fresh ingredients).	4.80	4.77	16.99%
21	The suitability of food taste during test food and during the event.	4.87	4.80	17.34%
22	Tidar's Catering guarantees security when transacting.	4.97	4.80	17.70%
23	According to consumers, Tidar's Catering employees are polite in serving when placing an order.	4.90	4.77	17.34%
24	Tidar's Catering customer service pays attention to consumers when placing an order.	4.83	4.80	17.22%
25	Tidar's Catering waiters pays attention to guests during the event.	4.83	4.60	16.51%
26	Tidar's Catering customer service paid attention by asking for feedbacks after the event.	4.43	4.57	15.03%
27	Tidar's Catering customer service pays attention to consumer's needs by providing input when placing an order.	4.70	4.57	15.93%
28	Customer service provides a consumer satisfaction assessment questionnaire after the event.	4.50	4.37	14.59%
Weight Total =		463,58%		
Customer Satisfaction Index = (Weight Total Scale / scale (5)) * 100%		92,72%		

After calculating the Customer Satisfaction Index (CSI), the next step is the calculation of the scale range. The following is the result of the calculation obtained.

Table 2: CSI scale

Scales	Values
Low	$X < M - 1 SD$ $X < 40\% - 6,66\%$ $X < 33,34\%$
Medium	$M - 1 SD \leq X < M + 1 SD$ $40\% - 6,66\% \leq X < 40\% + 6,66\%$ $33,34\% \leq X < 46,66\%$
High	$M + 1 SD \geq X$ $40\% + 6,66\% \geq X$ $46,66\% \geq X$

5 Based on the calculation of the Customer Satisfaction Index (CSI) above, the CSI value is obtained for the attributes of CV. Tidar's Catering services overall is 92.72%. It is known that this value is in the range of 46.66% \square X scale in the high category. This means that consumers who are also respondents in this study are satisfied with the performance of catering services provided by CV. Tidar's Catering.

Gap Analysis

Gap Analysis is an analysis used to measure how far the gap between the expectations of CV. Tidar's Catering consumers with the quality of service received by consumers CV. Tidar's Catering. Gap Analysis of CV. Tidar's Catering services on Tangibles Dimensions. Tangible means something that is visible, everything that can be seen and witnessed. The Tangibles dimension, for example, are the appearance of employees, the decoration of the presentation, and the appearance of the food served.

Table 3: Gap Analysis (Performance – Importance) of CV. Tidar's Catering services

No	Attribute	Gap P – I
Tangible		
1	Tidar's Catering has a clean place to serve food.	-0.27
2	Tidar's Catering has an attractive decoration design.	-0.13
3	Tidar's Catering employees are presentable when receiving orders.	-0.17
4	Tidiness of Tidar's Catering waiter's clothes when serving event guests.	-0.27
5	Tidiness of Tidar's Catering waiter's clothes while attending the food stand.	-0.34
6	The food served looks clean and fresh.	-0.17
Reliability		
7	Tidar's Catering customer service provides services as promised.	-0.34
8	Tidar's Catering waiters provides friendly service during the event.	-0.20
9	Tidar's Catering customer service conveys information regarding promotions, discounts, and payments clearly.	-0.27
10	Tidar's Catering customer service conveys information regarding promotions, discounts, and payments clearly.	-0.13
11	Tidar's Catering customer service has knowledge of Tidar's Catering food menu.	-0.07
12	Speed in the ordering process to delivery.	-0.06
13	The accuracy of the food ordered.	-0,26
Responsiveness		
14	Tidar's Catering employees respond to customer complaints promptly.	-0.23
15	Customers receive proper service from Tidar's Catering employees.	-0.23
16	Tidar's Catering waiters are willing to help with the difficulties faced by consumers and guests during the event.	-0.27
17	Tidar's Catering waiters respond promptly to customer and guest requests during events.	-0.37
18	Tidar's Catering customer service responds to customer's questions immediately when placing an order.	-0.27

No	Attribute	Gap P – I
Assurance		
19	According to consumers, the food at Tidar's Catering is delicious.	-0.13
20	Customers don't worry about the quality of Tidar's Catering food ingredients (clean and fresh ingredients).	-0.03
21	The suitability of food taste during test food and during the event.	-0.07
22	Tidar's Catering guarantees security when transacting.	-0.17
23	According to consumers, Tidar's Catering employees are polite in serving when placing an order.	-0.13
Empathy		
24	Tidar's Catering customer service pays attention to consumers when placing an order.	-0.03
25	Tidar's Catering customer service pays attention to consumers when placing an order.	-0.23
26	Tidar's Catering customer service paid attention by asking for feedbacks after the event.	0.13
27	Tidar's Catering customer service pays attention to consumer needs by providing input when placing an order.	-0.13
28	Customer service provides a consumer satisfaction assessment questionnaire after the event.	-0.13

On the tangible dimensions that exist in the services of CV. Tidar's Catering, there is a Gap value of (-0.22). This value is obtained from the reduction of Performance and Importance. The minus (-) value in this number indicates the expectation value of the respondent is greater than the respondent's assessment of the service on the tangible dimension. While the plus value (+) indicates that the results of the assessment given by the respondent exceed the expectations of the respondent. On the dimensions of reliability that exist in the services of CV. Tidar's Catering obtained a Gap value of (-0.19). On the dimensions of responsiveness that exist in CV services. Tidar's Catering obtained a Gap value of (-0.27). On the dimension of Assurance in CV services. Tidar's Catering obtained a Gap value of (-0.11). On the Empathy dimension in CV services. Tidar's Catering obtained a Gap value of (-0.08).

Table 4: Gap P – I Per Dimension

Dimension	Mean Importance	Mean Performance	Gap P-I
Tangible	4.79	4.57	-0.22
Reliability	4.84	4.65	-0.19
Responsiveness	4.87	4.59	-0.27
Assurance	4.89	4.78	-0.11
Emphaty	4.66	4.58	-0.08
Average	4.81	4.63	-0.17

On the overall dimensions of the service that is owned by CV. Tidar's Catering, the highest Gap P-I is owned by the Reliability dimension with a value of (-0.27). This value is obtained from the reduction of the average Performance on the Reliability dimension and the average Importance on the Reliability dimension. The minus value indicates that the existing Performance on the Reliability dimension has not met the Importance/expectations of the respondents, which can be interpreted as dissatisfaction and for the lowest Performance-Importance Gap value is owned by Empathy with a value (-0.08). This negative value also indicates that the existing performance appraisal has not yet exceeded the expectations of the respondents. And for the average P-I Gap in all services based on 5 dimensions, it produces a value (-0.17). This minus value indicates that the existing performance value is smaller than the expected value of the respondents.

Importance Performance Analysis

Importance Performance Analysis (IPA) as a whole CV. Tidar's Catering discusses all 5 dimensions of service, in which there are Tangible, Reliability, Responsiveness, Assurance, and Empathy. The five dimensions are fused into the 28 attributes contained in this research questionnaire. In Importance Performance Analysis (IPA) the first thing to do is to analyze the level of suitability of Importance and Performance, then proceed with the calculation of suitability using a Cartesian diagram to determine the priority of improving performance on all attributes of catering services. In the Importance Performance Analysis, 4 quadrants of improvement can be found that can be used as a reference for the priority of service performance improvement. Below is a diagram showing the position of the 28 service attributes in this study which are formulated in a Cartesian diagram and grouped into 4 different types of quadrants.

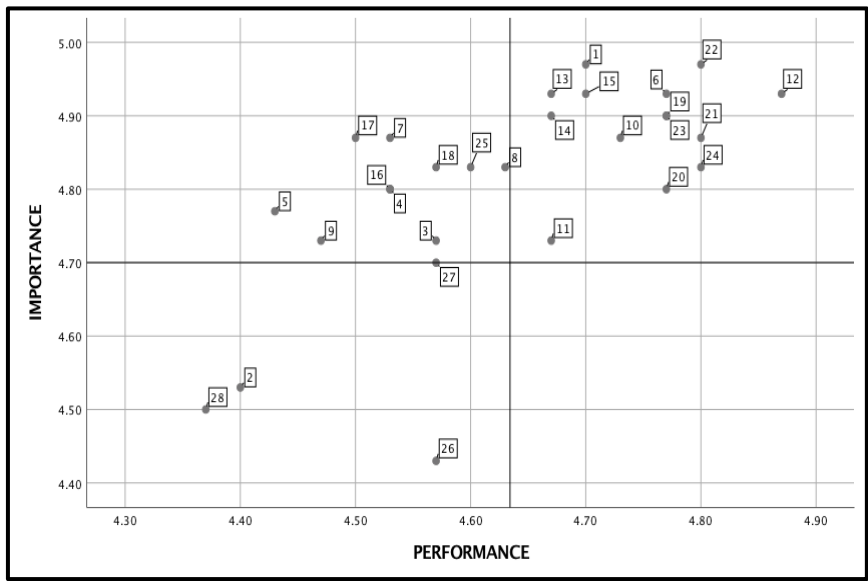


Figure 2: IPA Graph for CV. Tidar's Catering Services

Table 5: IPA on CV. Tidar's Catering Services

Order	Attribute
<i>Quadrant I – Attributes</i>	
3	Tidar's Catering employees are presentable when they receive orders.
4	Tidar's Catering waiter attire when serving event guests.
5	Tidar Tidar's Catering waiter's clothes while attending the food stand.
7	Tidar's Catering customer service provides services as promised.
8	Tidar's Catering waiters provides friendly service during the event.
9	Tidar's Catering customer service conveys information regarding promotions, discounts, and payments clearly.
16	Tidar's Catering waiters are willing to help the difficulties faced by consumers and guests during the event.
17	Tidar's Catering waiters are willing to help with the difficulties faced by consumers and guests during the event.
18	Tidar's Catering customer service responds to customer questions immediately when placing an order.
25	Tidar's Catering waiters pays attention to guests during the event.
27	Tidar's Catering customer service pays attention to consumer needs by providing input when placing an order.

Order	Attribute
<i>Quadrant II – Attributes</i>	
1	Tidar's Catering has a clean place to serve food.
6	The food served looks clean and fresh.
10	Tidar's Catering customer service provides accurate payment details.
11	Tidar's Catering customer service has knowledge of Tidar's Catering food menu.
12	Speed in the ordering process to delivery.
13	The accuracy of the food ordered.
14	Tidar's Catering employees respond to customer complaints promptly.
15	Customers receive proper service from Tidar's Catering employees.
19	According to consumers, the food at Tidar's Catering is delicious.
20	According to consumers, the food at Tidar's Catering is delicious.
21	The suitability of food taste during test food and during the event.
22	Tidar's Catering guarantees security when transacting.
23	According to consumers, Tidar's Catering employees are polite in serving when placing an order.
24	Tidar's Catering customer service pays attention to consumers when placing an order.
<i>Quadrant III – Attributes</i>	
2	Tidar's Catering has an attractive decoration design.
26	Tidar's Catering customer service paid attention by asking for feedbacks after the event.
28	Customer service provides a consumer satisfaction assessment questionnaire after the event.

In the Importance Performance Analysis there are 4 quadrants of improvement that can be used as a reference for service performance improvement priorities. The four quadrants are, Quadrant I (Main Priority), Quadrant II (Maintain Achievement), Quadrant III (Low Priority) and Quadrant IV (Excessive). Based on the table above, it can be seen the difference between the calculation results of Importance Performance Analysis per dimension and the results of the calculation of Importance Performance Analysis as a whole. Where in the overall calculation there is no single attribute in Quadrant IV (Excessive). This is because in the calculation per dimension the data that is processed is only data for that dimension. Where the position of the two lines that intersect the diagram and divide it into 4 quadrants are influenced by the average of the attributes in it. Of course, this affects the intersection of Importance Performance Analysis on per dimensional and overall services. This is what ultimately results in a difference, where in the Tangible, Reliability, and Assurance dimensions there are attributes that are in Quadrant IV (Excessive). Meanwhile, on the Responsiveness, Empathy, and overall dimensions, there are no attributes that occupy Quadrant IV.

CONCLUSION

The results showed the level of consumer interest in CV. Tidar's Catering for wedding service products owned by CV. Tidar's Catering is very high. The average expectation rate given by research respondents shows 4.81 from a maximum number of 5. This shows that research respondents have high hopes for CV. Tidar's Catering services. In this study there are 3 methods in analyzing customer satisfaction, which is Gap Analysis, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA).

In the Customer Satisfaction Index (CSI) calculation method, the value that comes out is 92.72%, which means that the company's services on service attributes are very satisfying. Meanwhile, Gap Analysis found a negative gap between (-0.06) to (-0.37). This negative number can be interpreted as consumer

dissatisfaction because consumers assess that the services they receive are not up to their expectations. There is only one attribute, namely Tidar's Catering Customer Service who pays attention by asking for comments after the event which shows a positive Gap value of 0.13. This positive value indicates customer satisfaction, where the performance obtained by consumers exceeds their expectations.

Through Importance Performance Analysis (IPA), we can find out what attributes are the main priority for improvement when compared to other attributes. In IPA, the existing classification is called Quadrant. Quadrant I mean top priority, Quadrant II means Maintain achievement, Quadrant III means low priority, and Quadrant IV means it's not a priority for now. There are 11 attributes that are included in Quadrant I, where these attributes talk about the neat appearance of CV. Tidar's Catering employees, the services provided by CV. Tidar's Catering and their attention to customers. These three main points show that Tidar companies must pay attention to is the quality of their employees in serving customers.

For Quadrant II there are 14 attributes that contain how the food is served by CV. Tidar's Catering, taste suitability, delivery service, and assurance of food quality owned by CV. Tidar's Catering. In this quadrant, the attributes contained in it have been considered quite good by the respondents, but still need to maintain their quality. As a company that prioritizes portion guarantees and adheres to CV. Tidar's Catering motto "Serving with Trust". For Quadrant III there are decoration points and attention to consumers after the event is over. This is a low priority for CV. Tidar's Catering to improve the appearance of the decoration and attempt to evaluate after the event by evaluating customer satisfaction. In the fourth quadrant no attributes are inputted. This means that all attributes in this study have priority weights from high priority to low priority. This shows what is done by CV. Tidar's Catering requires improvement and quality improvement in its services. Even so, the high value of the Customer Satisfaction Index (CSI) can be used as a good appreciation for CV. Tidar's Catering.

Overall, when viewed using the Customer Satisfaction Index (CSI) then the customer of CV. Tidar's Catering has been satisfied with the services that have been provided by the company. However, if we look again through the Gap Analysis method on the calculation of Performance-Importance, we will know that the service (Performance) that has been provided by CV. Tidar's Catering has not been able to meet the expectations of the customers. Coupled with the Importance Performance Analysis (IPA), we get a list of priority improvements that are top priority and low priority. Because even though customers have been satisfied through the CSI calculation, it will be much better if the performance of CV. Tidar's Catering can also exceed customer expectations.

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