

RINGKASAN

UMKM Dimsum Uma Yumcha yang berlokasi di Kecamatan Purwokerto mengalami peningkatan permintaan setiap bulan. Namun, UMKM ini juga menghadapi persaingan dari usaha sejenis di wilayah yang sama. Dalam upaya mempertahankan dan meningkatkan permintaan produk, diperlukan analisis terhadap tingkat kepentingan dan kepuasan konsumen untuk mengidentifikasi atribut yang perlu diperbaiki. Hasil analisis ini akan menjadi acuan dalam pengembangan produk agar lebih diterima oleh masyarakat. Tujuan dari penelitian ini yaitu menganalisis indeks kepuasan konsumen terhadap produk Dimsum Uma Yumcha Purwokerto menggunakan *Customer Satisfaction Index* (CSI), menentukan atribut yang perlu diperbaiki pada produk Dimsum Uma Yumcha Purwokerto, merumuskan strategi perbaikan produk Dimsum Uma Yumcha Purwokerto.

Metode penelitian yang digunakan untuk mengetahui tingkat kepentingan dan kepuasan konsumen beserta perbaikannya yaitu dengan melakukan survei menggunakan instrumen survei berupa kuesioner. Data yang didapatkan kemudian akan diolah dan dianalisis menggunakan metode *Important Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), dan *Fishbone* diagram.

Berdasarkan hasil analisis CSI memiliki nilai 77,80% yang berada pada kategori 'puas'. Sedangkan hasil dari IPA terdapat 6 atribut yang perlu diperbaiki yakni, citarasa gurih pada saos, penampilan rapih pada karyawan, kebersihan pakaian karyawan, kebersihan dan kenyamanan tempat makan, kemudahan memperoleh produk secara *offline*, promosi melalui media sosial.

Hasil analisis *fishbone* menemukan beberapa akar permasalahan yakni, waktu dan suhu pengukusan yang tidak sesuai, ketidakkonsistenan dalam pencampuran bumbu, ketidakdisiplinan karyawan terhadap kebersihan dan kerapian seragam, kurangnya perhatian terhadap kebersihan tempat makan, kurangnya perhatian karyawan terhadap penyediaan stok, ketidakmampuan untuk mengikuti tren media sosial terbaru sehingga konten menjadi kurang menarik. Strategi perbaikan berupa memberikan lubang uap yang sama besar dan penempatan dimsum yang merata pada pengukusan dapat mengatasi warna kuning-kecokelatan pada dimsum. Strategi untuk masalah citarasa gurih pada dimsum dapat berupa penyusunan SOP yang jelas dan terperinci untuk setiap tahap produksi. Strategi untuk masalah penampilan rapi dan kebersihan pakaian karyawan dapat berupa pemberian edukasi dan kebijakan secara jelas mengenai penggunaan seragam. Strategi untuk masalah kebersihan dan kenyamanan tempat makan dapat berupa pengadaaan budaya kerja terhadap pentingnya kebersihan dan sikap apatis terhadap standar *hygiene*. Strategi untuk masalah kemudahan memperoleh produk secara *offline* berupa pembuatan prosedur standar untuk komunikasi antar tim penjualan, gudang, dan manajemen serta mengadakan rapat untuk mengevaluasi kebutuhan stok yang berpengaruh. Strategi untuk masalah promosi melalui media sosial berupa perencanaan konten dan penetapan jadwal posting yang sesuai serta relevansi konten yang dipublikasikan.

SUMMARY

Dimsum Uma Yumcha UMKM located in Purwokerto District experiences an increase in demand every month. However, this UMKM also faces competition from similar businesses in the same area. In an effort to maintain and increase product demand, an analysis of the level of consumer interest and satisfaction is needed to identify attributes that need to be improved. The results of this analysis will be a reference in product development so that it is more accepted by the community. The purpose of this study is to analyze the consumer satisfaction index for Dimsum Uma Yumcha Purwokerto products using the Customer Satisfaction Index (CSI), determine the attributes that need to be improved in Dimsum Uma Yumcha Purwokerto products, formulate strategies for improving Dimsum Uma Yumcha Purwokerto products.

The research method used to determine the level of consumer interest and satisfaction along with its improvements is by conducting a survey using a survey instrument that can be in the form of a questionnaire. The data obtained will then be processed and analyzed using the Important Performance Analysis (IPA), Customer Satisfaction Index (CSI), and Fishbone diagram methods.

Based on the results of the CSI analysis, it has a value of 77.80% which is in the 'satisfied' category. Meanwhile, the results of the IPA show 6 attributes that need to be improved, namely, the savory taste of the sauce, the neat appearance of employees, the cleanliness of employee clothing, the cleanliness and comfort of the dining place, the ease of obtaining products offline, promotion through social media. The results of the fishbone analysis found several root problems, namely, inappropriate steaming time and temperature, inconsistency in mixing spices, employee indiscipline in wearing uniforms, lack of attention to the cleanliness of the dining place, employees who do not pay attention to stock provision, inability to follow the latest social media trends so that the content becomes less interesting. The improvement strategy in the form of providing a large enough steam hole and even placement on the dimsum steamer can overcome the yellow-brown color of the dimsum. The strategy for the problem of the savory taste of dimsum can be in the form of compiling clear and detailed SOPs for each stage of production. The strategy for the problem of the neat appearance and cleanliness of employee clothing can be in the form of providing clear education and policies regarding the use of uniforms. The strategy for the problem of cleanliness and comfort of the dining place can be in the form of providing a work culture regarding the importance of cleanliness and apathy towards hygiene standards. The strategy for the problem of ease of obtaining products offline is in the form of creating standard procedures for communication between sales teams, warehouses, and management and holding meetings to evaluate influential stock needs. The strategy for the problem of promotion through social media is in the form of content planning and determining the appropriate posting schedule and the relevance of the published content.