

ANALISIS KEPUASAN MAHASISWA TERHADAP PELAYANAN DI KANTIN
POLITEKNIK KESEHATAN KEMENKES MALANG

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ABSTRACT

Background: Competition in the food service industry encourages service providers, including campus canteens, to improve service quality. Customer satisfaction is influenced by various factors such as food quality, cleanliness, pricing, facilities, and service. The canteen at Poltekkes Kemenkes Malang plays an important role in meeting the nutritional needs of the academic community, making it essential to evaluate consumer satisfaction. **Objective:** To determine the level of consumer satisfaction and analyze the influence of service attributes on satisfaction at the Poltekkes Kemenkes Malang canteen. **Method:** This research used a descriptive quantitative approach with a cross-sectional design. Data were collected through questionnaires and analyzed using Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). **Research Result:** Attributes such as food hygiene, staff cleanliness, and serving equipment were identified as top priorities for improvement. Meanwhile, friendliness, pricing, and completeness of eating utensils showed good performance and should be maintained. The CSI score of 75% indicates a generally satisfactory level of consumer satisfaction. **Conclusion:** Consumers are satisfied with the canteen services, although certain hygiene-related aspects still require improvement. These findings serve as a basis for developing service improvement strategies through the marketing mix approach.

Keywords: *Customer Satisfaction, Service Quality, Canteen, Importance Performance Analysis, Customer Satisfaction Index.*