

ABSTRACT

Sobat Internet Shop is a business which moving in internet service. At the time of contention, owner is less consider what become desire and requirement of consumer. Owner have never done research or survey to consumer concerning things any kind of which expected is on a internet shops. Facility and service which during the time have been given by Sobat Internet Shop is best according to owner but actually owner don't realize that the opinion not yet of course equal to hope or desire from consumer. This thing is because of every consumer have opinion which different each other. Because of that, Sobat Internet Shop realize important theness give satisfying service to customer/ client as according or exceed customer/ client hope by the way of measuring level of satisfaction and importance of cutomer/ client to service which given.

In this research conducted by measurement of Top In Mind to know level of consumer recognition to product of Sobat Internet Shop, measurement of consumer satisfaction by using Customer Satisfaction Index (CSI), Customer Satisfaction Gap Index (CSGI) and Top Bottom Two Boxes (CSI Boxes), and also the variables determination becoming repair priority of through Analisis Peta Kuadran.

Pursuant to measurement which have been conducted, *internet service* Highest Top In Mind from all responder (client of Sobat Internet Shop). While for CSI, CSGI and CSI boxes rate is shown below:

CSI (%)	CSGI (%)	CSI Boxes (%)	
		Top	Bottom
72.73	-1.1	61.87	10.17

Mount client satisfaction be at category satisfy that is assess CSI which be at interval 60%-80%. But Sobat Internet Shop still have to be non-stopod to improve their service its seen from value CSGI which still be valuable of negativity meaning level of client expectation still be high. Others side Sobat Internet Shop have to improve promotion to product of the other remember still a lot of existing product not yet a lot of recognized by society