

ABSTRAK

Ana Imtiyaz Rahmaty, 1702111100271. PENGUKURAN TINGKAT KEPUASAN KONSUMEN TERHADAP ATMOSFER RESTORAN DAN HARGA (Studi Pada Kedai Srikandi Kwanyar). Dibawah bimbingan bapak Dr. H. Pribanus Wantara,Drs., MM.

Penelitian ini bertujuan untuk memahami permasalahan mengenai tingkat harapan konsumen atas atmosfer dan harga sekaligus melakukan pengukuran kepuasan konsumen atas atmosfer dan harga di Kedai Srikandi Kwanyar. Dengan demikian dapat diidentifikasi variable atmosfer dan harga yang sesuai dengan kebutuhan dan harapan konsumen serta variable-variabel yang memerlukan perbaikan. Sampel yang diambil dalam penelitian ini adalah konsumen yang sedang berkunjung dan telah bertransaksi serta telah menikmati sajian dari Kedai Srikandi Kwanyar. Metode analisis yang digunakan adalah Customer Satisfaction Index (CSI) dan Importance Performance Analysis (IPA). Hasil penelitian yang diperoleh berdasarkan metode CSI menunjukkan bahwa secara keseluruhan tingkat kepuasan konsumen Kedai Srikandi termasuk dalam kategori “sangat puas”. Hasil perhitungan berdasarkan metode IPA terdapat 2 item yang perlu diperbaiki.

Kata Kunci : Kepuasan Pelanggan, Atmosfer Restoran, harga, Customer Satisfaction Index, Importance Performance Analysis

ABSTRACT

Ana Imtiyaz Rahmaty, 170211100271, *MEASUREMENT OF THE LEVEL OF CUSTOMER SATISFACTION TOWARDS RESTAURANT ATMOSPHERE AND PRICE (Study at Kedai Srikandi Kwanyar). Under the guidance of Mr. Dr. H. Pribanus Wantara,Drs., MM.*

This study aims to understand the problems regarding the level of consumer expectations of the atmosphere and prices as well as to measure consumer satisfaction with the atmosphere and prices at Kedai Srikandi Kwanyar. Thus, the atmosphere and price variables can be identified in accordance with the needs and expectations of consumers as well as variables that require improvement. The samples taken in this study were consumers who were visiting and had transacted and had enjoyed the offerings from Kedai Srikandi Kwanyar. The analysis method used is the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results obtained based on the CSI method indicate that the overall level of customer satisfaction at Kedai Srikandi is included in the "very satisfied" category. The calculation results based on the IPA method there are 2 items that need to be improved.

Keywords: Customer Satisfaction, Restaurant Atmosphere, Price, Customer Satisfaction Index, Importance Performance Analysis.