

ABSTRAK

Falihatun Nabila, “Pengaruh Atribut Restoran Terhadap Kepuasan Pelanggan dan Minat Berkunjung Kembali Pada Shichi Japanese Eatery di Lamongan” dibawah bimbingan Dr. A. Yahya Surya Winata, S.E., M.Si.

Penelitian ini dilakukan bertujuan untuk mendeskripsikan atribut restoran kepuasan pengunjung dan minat berkunjung Kembali melalui pendekatan deskriptif dan menjelaskan pengaruh atribut restoran terhadap kepuasan pelanggan dan minat berkunjung Kembali melalui pendekatan eksplanatori. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi yang digunakan dalam penelitian ini yaitu pelanggan Shichi Japanese Eatery di Lamongan dengan total 100 sampel. Teknik pengumpulan data menggunakan kuesioner dan analisis menggunakan perangkat SEM PLS 4.0.

Hasil penelitian secara deskriptif menunjukkan bahwa atribut restoran berada pada kategori baik, demikian pada kepuasan pelanggan dan minat berkunjung kembali secara keseluruhan juga berada pada kategori baik. Namun demikian, secara eksplanasi hasil penelitian diperoleh bahwa atribut restoran berpengaruh signifikan positif terhadap kepuasan pelanggan. Sedangkan Atribut restoran berpengaruh positif namun tidak signifikan terhadap minat berkunjung kembali, dan kepuasan pelanggan berpengaruh signifikan positif terhadap minat berkunjung Kembali. Hasil penelitian juga terdapat pengaruh secara tidak langsung atribut restoran dan kepuasan pelanggan secara simultan atau secara bersama-sama mempunyai pengaruh terhadap minat berkunjung kembali Shichi Japanese Eatery di Lamongan

Kata kunci : Atribut Restoran, Kepuasan Pelanggan, Minat Berkunjung Kembali

ABSTRACT

Falihatus Nabila, "The Effect of Restaurant Attributes on Customer Satisfaction and Interest in Revisiting Shichi Japanese Eatery in Lamongan" under the guidance of Dr. A. Yahya Surya Winata, S.E., M.Si.

This study was conducted to describe the restaurant attributes of visitor satisfaction and interest in visiting back through a descriptive approach and explain the effect of restaurant attributes on customer satisfaction and interest in visiting back through an explanatory approach. This study uses a quantitative approach with the population used in this study, namely Shichi Japanese Eatery customers in Lamongan with a total of 100 samples. The data collection technique used a questionnaire and analysis using the SEM PLS 4.0 tool.

Descriptive research results show that restaurant attributes are in the good category, as well as overall satisfaction and interest in visiting again. overall interest in visiting again is also in the good category. However, in the explanation of the research results obtained that restaurant attributes have a significant positive attributes have a significant positive effect on customer satisfaction. While restaurant attributes attributes do not have a significant effect on interest in visiting again, and customer satisfaction has a significant positive effect on interest in visiting Back. The results of the research also have an indirect effect on restaurant attributes and customer satisfaction. restaurant attributes and customer satisfaction simultaneously simultaneously or together have an influence on interest in visiting back Shichi Japanese Eatery in Lamongan.

Keywords: Restaurant Attributes, Customer Satisfaction, Interest in Revisiting