

ABSTRACT

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THE INFLUENCE OF HOSPITALITY SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT ISTANA KOKI RESTAURANT

(xv+71 pages; 9 figures; 19 tables; 6 appendices)

In doing food and beverage or restaurant industry, customer satisfaction should be considered as one of the key factors of success. Customer satisfaction is really important and often used as an indicator to measure the level of success of the restaurant. If the industry fails to achieve customer satisfaction, customer will keep looking for alternatives. One of the elements that can influence customer satisfaction is service quality.

Hospitality Service quality is the ability of service provider to satisfy customer in an effective manner through which can maximize the performance of business. There are five dimensions of quality which are tangibility, reliability, responsiveness, assurance and empathy.

The purpose of this study is to analyse the influence of Hospitality Service quality towards customer satisfaction at Istana Koki Restaurant. The writer uses quantitative approach as the research method. The writer uses two types of data collection in this study which are primary data and secondary data. Data was collected through interview and questionnaires distributed to customer. The data collected from total population of 132 customers and the sample in the study which are 99 customers. The scale used to measure variables is the Likert scale.

The results of the partial test can be explained that $t_{count} (8.678) > t_{table} (1.985)$ and a significant value of $0.000 < 0.05$, it means that H_a is accepted and H_0 is rejected. In conclusion, Hospitality Service quality has influence towards customer satisfaction at Istana Koki Restaurant. The Determination Coefficient Test result obtained R square with the value of 0.457, this means 45,7% of the dependent variable Satisfaction (Y) which can be explained by the independent variable Hospitality Service quality (X) while the remaining 54,3% is explained by other variables which was not mentioned in this study such as product, price and others.

The conclusion of this research shows the quality of the service that has an influence on customer satisfaction in Istana Koki Restaurant.

Keywords: Quality, Service Quality, Customer Satisfaction

References: 35 (2015-2020)

ABSTRAK

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(xv + 71 halaman; 9 gambar; 19 tabel; 6 lampiran)

Dalam menjalankan industri makanan dan minuman atau restoran, kepuasan pelanggan harus menjadi salah satu faktor kunci kesuksesan. Kepuasan pelanggan sangatlah penting dan sering digunakan sebagai salah satu indikator untuk mengukur tingkat kesuksesan sebuah restoran. Jika industri gagal mencapai kepuasan pelanggan, pelanggan akan terus mencari alternatif yang lain. Salah satu elemen yang dapat mempengaruhi kepuasan pelanggan adalah kualitas layanan.

Kualitas layanan adalah kemampuan penyedia layanan untuk memuaskan pelanggan secara efektif yang dapat memaksimalkan kinerja bisnis. Ada lima dimensi kualitas yaitu tangibility, reliability, responsiveness, assurance dan empathy.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan konsumen pada Restoran Istana Koki. Penulis menggunakan pendekatan kuantitatif sebagai metode penelitian. Penulis menggunakan dua jenis data dalam penelitian ini yaitu data primer dan data sekunder. Pengumpulan data dilakukan melalui wawancara dan penyebaran kuesioner kepada pelanggan. Data didapatkan dari jumlah populasi sebanyak 132 pelanggan dan sampel dalam penelitian berjumlah 99 pelanggan. Skala yang digunakan untuk mengukur variabel adalah skala likert.

Hasil uji parsial dapat dijelaskan bahwa $t_{hitung} (8,678) > t_{tabel} (1,985)$ dan nilai signifikan $0,000 < 0,05$ yang berarti H_a diterima dan H_o ditolak. Kesimpulannya yaitu, kualitas pelayanan berpengaruh terhadap kepuasan pelanggan di restoran Istana Koki. Hasil Uji Koefisien diperoleh nilai R square sebesar 0,457 artinya sebesar 45,7% variabel dependen Kepuasan (Y) yang dapat dijelaskan oleh variabel independen kualitas pelayanan (X) sedangkan sisanya sebesar 54,3% dijelaskan oleh variabel lain yang mana tidak dibahas dalam penelitian ini seperti produk, harga, dan lain-lain.

Kesimpulan dari penelitian ini menunjukkan kualitas layanan bahwa memiliki pengaruh terhadap kepuasan pelanggan di restoran Istana Koki.

Kata kunci: *Kualitas, Kualitas Pelayanan, Kepuasan Pelanggan*

Referensi: 35 (2015-2020)