

ABSTRAK

Pada zaman sekarang industri hospitality sedang sangat berkembang dan menghadapi banyak sekali perubahan yang ada di masyarakat dalam lingkungan yang sangat kompetitif oleh satu restoran dengan berbagai macam restoran lain. Salah satunya adalah industri restoran yang menyajikan berbagai macam kenyamanan yang dapat dinikmati oleh konsumen. Ditengah perubahan besar besaran dalam sektor industri restoran ada beberapa restoran yang sudah cukup “berumur” bagi masyarakat saat ini. Ditengah mudahnya konsumen untuk beralih ke restoran lain, restoran yang sudah lama eksis ini tetaplah berhasil eksis hingga saat ini.

Metode yang digunakan yaitu penelitian kuantitatif. Populasi yang ada pada penelitian ini adalah 135 orang yang telah membeli produk dari Pizza Hut MERR Surabaya secara Dine In / Ditempat. penelitian ini menggunakan kuesioner sebagai media penelitiannya. berdasarkan hasil pengolahan data, didapatkan bahwa atmosphere merupakan variabel paling berpengaruh dalam menunjang kepuasan konsumen.

Sehingga bisa dijelaskan bahwa pengaruh *Food Quality*, *Service Quality*, *Atmosphere*, *Location*, *Price*, *Variety* terhadap *Customer Satisfaction* adalah 79.6%.

Kata Kunci: Food Quality, Service Quality, Atmosphere, Location, Price, Variety, Satisfaction, Loyalty, Pizza Hut, Surabaya

ABSTRACT

In today's world the hotel industry is growing and facing many changes in society in a highly competitive environment by one restaurant with a variety of other restaurants. One of them is an industrial restaurant that serves a variety of conveniences that can be enjoyed by consumers. In the midst of major changes in the restaurant industry sector, there are several restaurants that are quite "aged" for today's society. In the midst of the ease with which consumers switch to other restaurants, restaurants that have existed for a long time have managed to exist until now.

The method used is quantitative research. The population in this study were 135 people who had purchased products from Pizza Hut MERR Surabaya by Dine In / On the spot. This study uses a questionnaire as a research medium. based on the results of data processing, it was found that the atmosphere is the most influential variable in supporting consumer satisfaction.

So it can be explained that the influence of Food Quality, Service Quality, Atmosphere, Location, Price, Variety on Customer Satisfaction is 79.6%.

Keywords: Food Quality, Service Quality, Atmosphere, Location, Price, Variety, Satisfaction, Loyalty, Pizza Hut, Surabaya