

ABSTACT

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THE EFFECT OF FACILITIES, CUSTOMER EXPERIENCE, AND TASTE ON CUSTOMER SATISFACTION AT DAN'S MEATER MARELAN

(xvi+97 pages; 8 Figure; 46 Table; 8 appendixes)

Dan's Meater Marelان is a restaurant that serves food such as snacks and steaks. The writer found several problems that occurred at Dan's Meater Marelان regarding facilities, customer experience and taste that caused a lack of customer satisfaction. Thus, the objective of this study is to examine whether facilities, customer experience and taste can effect customer satisfaction at Dan's Meater Marelان.

In this study, the research employs a quantitative approach, and data processing is conducted using IBM SPSS Statistics Version 25. The sampling was conducted using the convenience sampling method, yielding a total of 98 respondents. The population in this study were customers who had visited Dan's Meater Marelان. This study has passed the validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression analysis is conducted using the equation $Y = 4.393 + 0.073 X_1 + 0.097 X_2 + 0.495 X_3$ The results of the hypothesis test indicate that facilities, customer experience, and taste partially and simultaneously effect on customer satisfaction at Dan's Meater Marelان. The recommendation of this study is it would be better for Dan's Meater Marelان to provide enough cutlery, to improve their service and product quality by conducting training programs for all staff at Dan's Meater Marelان, maintain the temperature and taste of food, and evaluating the quality of the ingredients.

Keyword: Fasilitas, Pengalaman Pelanggan, Cita Rasa, Kepuasan Pelanggan

Reference: 49 (2015-2024)

ABSTRAK

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Dan's Meater Marelan merupakan restoran yang menyediakan makanan berupa snack dan steak. Penulis menemukan beberapa masalah yang terjadi di Dan's Meater Marelan mengenai fasilitas, pengalaman pelanggan dan cita rasa yang menyebabkan kurangnya kepuasan pelanggan. Oleh karena itu, tujuan dari penelitian ini adalah untuk menguji apakah fasilitas, pengalaman pelanggan, dan cita rasa dapat mempengaruhi kepuasan pelanggan di Dan's Meater Marelan.

Penelitian ini menggunakan pendekatan kuantitatif dan pengolahan data menggunakan IBM SPSS Statistics Versi 25. Pengambilan sampel menggunakan metode convenience sampling dengan jumlah responden sebanyak 98 orang. Populasi dalam penelitian ini adalah pelanggan yang pernah berkunjung ke Dan's Meater Marelan. Penelitian ini telah lulus uji validitas, reliabilitas, normalitas, multikolineritas, heteroskedastisitas, analisis regresi linier berganda dilakukan dengan menggunakan persamaan $Y = 4.393 + 0.073 X_1 + 0.097 X_2 + 0.495 X_3$. Hasil dari uji hipotesis menunjukkan bahwa fasilitas, pengalaman pelanggan dan cita rasa berpengaruh secara parsial dan simultan terhadap kepuasan pelanggan di Dan's Meater Marelan. Rekomendasi dari penelitian ini adalah sebaiknya Dan's Meater Marelan menyediakan peralatan makan yang cukup, meningkatkan pelayanan dan kualitas produk dengan melakukan program pelatihan kepada seluruh staf Dan's Meater Marelan, menjaga suhu dan rasa makanan, serta melakukan evaluasi kualitas bahan-bahan makanan.

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