

INTISARI

Penelitian ini bertujuan untuk merancang strategi perbaikan kualitas layanan pada *internal dining area* di restoran *Sushi Tei Galaxy Mall*. Adapun persepsi konsumen yang dibangun mengacu pada kerangka *dinescape* yang dimensinya berisi mengenai lingkungan fisik dari *internal dining area* restoran, yaitu *facility aesthetics, layout, ambience, social factor, service products*.

Penelitian ini adalah jenis penelitian deskriptif dan pengumpulan data dilakukan melalui penyebaran kuesioner kepada 110 orang. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan cara pengambilan sampel dengan *convenience sampling* dimana sampel didapatkan karena kemudahan menemui responden. Alat ukur yang dipakai adalah pengujian validitas dan reliabilitas, mengukur rata-rata (*mean*), dan *standard deviation* lewat bantuan program komputer *Excel 2003 for Windows* dan *SPSS 18 for Windows*.

Temuan dalam penelitian ini menunjukkan bahwa responden menilai positif *dinescape* dari restoran *Sushi Tei Galaxy Mall*. Dari kelima dimensi yang ada, responden juga menilai positif.

Kata kunci: *Facility aesthetics, Layout, Ambience, Service products, Social factor, Dinescape, Sushi Tei*

ABSTRACT

This research aims to devise strategies to improve quality of services internal dining area in the restaurant Sushi Tei Galaxy Mall . The consumer perception refers to a framework built dinescape which contains the dimensions of the physical environment of the internal dining area of the restaurant , the facility aesthetics , layout , ambience , social factors , service products.

This study is a descriptive research and data collection is done through distributing questionnaires to 110 people. The sampling technique used was non- probability sampling with sampling method with convenience sampling in which the sample is obtained due to the ease of the respondents met . Measuring instrument used is testing validity and reliability , to measure the average (mean) and standard deviation through the aid of a computer program Excel 2003 for Windows and SPSS 18 for Windows.

The findings in this study indicate that respondents with positive dinescape of the restaurant Sushi Tei Galaxy Mall . Of the five dimensions exist, respondents also rated positively.

Keywords : Facility aesthetics,Layout,Ambience,Service products,Social factor, Dinescape,Sushi Tei