

## INTISARI

Penelitian ini dilakukan karena melihat pada jaman globalisasi ini persaingan dalam industri restoran semakin ketat. Cita rasa dan harga bukanlah lagi penentu utama dari suksesnya usaha restoran, sehingga dibutuhkan diferensiasi untuk dapat bertahan. Salah satu diferensiasi yang mempunyai pengaruh cukup besar pada konsumen saat ini adalah *servicescapes* dari restoran tersebut. Dewa Ndaru Culture Resto adalah salah satu restoran yang memakai konsep *servicescapes* sebagai diferensiasinya dimana tema yang diangkat adalah peranakan budaya Jawa dan Tionghoa.

Penelitian ini bertujuan untuk mendeskripsikan persepsi konsumen terhadap *servicescapes* pada Dewa Ndaru Culture Resto. *Servicescapes* diukur melalui *ambient conditions, spatial layout and functionality*, dan *signs, symbols, and artifacts*.

Penelitian ini dilakukan dengan menyebarkan kuesioner. Pengolahan data menggunakan *Mean*, Standar Deviasi, dan Koefisien Varian. Hasil penelitian mengungkapkan bahwa *servicescapes* di Dewa Ndaru Culture Resto mendapatkan penilaian yang baik, dengan demikian hasil penelitian mendukung konsep teori tentang *servicescapes*.

Kata kunci: *Servicescapes, Ambient Conditions, Spatial Layout and Functionality, Signs, Symbols, and Artifacts, Dewa Ndaru Culture Resto*.

## ABSTRACT

*This research was conducted because look at this competition in the era of globalization restaurants industry increasingly tight. Taste and the price is not a major determinant of the success was again enterprise's restaurant, so it needs differentiation to be able to survive. One of differentiation, which has considerable influence on today's consumer is servicescapes of restaurant. Dewa Ndaru Culture Resto is one of the restaurants that use the concept of servicescapes as its differentiation where themes raised were the Straits Chinese and Javanese culture.*

*This research aims to describe the consumer's perception of servicescapes on Dewa Ndaru Culture Resto. Servicescapes measured through the ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts.*

*This is done by spreading the research questionnaire. Data processing using the Mean, Standard Deviation, and Variance Coefficient. The research results reveal that the servicescapes of Dewa Ndaru Culture Resto get good judgment, thus the results of research supported the concept of servicescapes theory.*

*Keywords: Servicescapes, Ambient Conditions, Spatial Layout and Functionality, Signs, Symbols, and Artifacts, Dewa Ndaru Culture Resto.*