

## INTISARI

Perkembangan *fast food* yang cepat di Surabaya, menyebabkan setiap gerai *fast food* menawarkan produk dan layanan yang terbaik bagi setiap pelanggannya. Berdasarkan permasalahan yang ada, pembahasan penelitian ini menggunakan atribut – atribut pembentuk kualitas layanan (*service quality*) yang dikemukakan Zeithaml dan Bitner (1996) dalam Muhammad Noorhansyah (2002) yakni *tangibles, reliability, responsiveness, assurance, dan empathy*. Atribut-atribut pembentuk kualitas makanan (*food quality*) dikemukakan oleh Namkung and Jang (2007), yakni *presentation, variety, healthy, taste, freshness, dan temperature*. Sedangkan atribut-atribut pembentuk kepuasan pelanggan (*customer satisfaction*) dikemukakan oleh Dutka (1995) dalam Erna Ferrinadewi (2004) yaitu *attribute related to the product, attribute related to the service, attribute related to the purchase*.

McDonald's merupakan restoran *fast food* terfavorit di Surabaya. Berdasarkan fakta-fakta yang telah dikemukakan dan sigi awal menunjukkan bahwa ada pengaruh hubungan kualitas layanan, kualitas makanan terhadap kepuasan pelanggan McDonald's Mayjend Sungkono di Surabaya.

Tujuan dalam penelitian ini adalah untuk mengetahui, menganalisis, dan membuktikan besarnya pengaruh kualitas layanan dan kualitas makanan terhadap kepuasan pelanggan McDonald's Mayjend Sungkono di Surabaya.

Penelitian ini menggunakan data primer yang diperoleh secara langsung dengan menggunakan instrumen kuesioner kepada responden di Surabaya yang memenuhi karakteristik penelitian, yaitu: pelanggan pria atau wanita yang pernah membeli dan mengonsumsi ayam goreng McDonald's di Mayjend Sungkono Surabaya minimal 3 kali dalam sebulan terakhir. Kuesioner dibagikan pada minggu ketiga bulan Juli 2010 McDonald's di Mayjend Sungkono Surabaya.

Berdasarkan hasil analisis data keseluruhan menunjukkan bahwa terdapat pengaruh kualitas layanan dan kualitas makanan terhadap kepuasan pelanggan McD Mayjend Sungkono di Surabaya. Hal ini terlihat dari hasil analisis regresi linier dengan persamaan regresi yang bernilai positif, berarti hubungan antara kualitas layanan dan kualitas makanan terhadap kepuasan pelanggan adalah hubungan yang positif atau apabila kualitas layanan dan kualitas makanan naik, kepuasan pelanggan juga akan naik, demikian juga sebaliknya.

Kata kunci: Kualitas Layanan, Kualitas Makanan, Kepuasan Pelanggan

## ABSTRACT

Rapid development of fast food in Surabaya, causing every fast food outlets offering the best products and service to every customer. Based on existing problems, the discussion of this study using the attribute, attribute kualitas AI service (service quality) are presented Zeithaml and Bitner (1996) in Muhammad Noorhansyah (2002), namely tangibles, reliability, responsiveness, assurance, and empathy. Forming attributes of food quality (food quality) proposed by Namkung and Jang (2007), namely the presentation, variety, healthy, taste, freshness, and temperature. While forming attributes of customer satisfaction (customer satisfaction) proposed by Dutka (1995) in Ferrinadewi Erna (2004) that is related to the product attributes, attributes related to the service, attributes related to the purchase.

McDonald, Äôs a favorite fast food restaurant in Surabaya. Based on the facts that have been put forward and pull out the early show that there is an influence relationship quality service, food quality to customer satisfaction McDonald's at Mayjend Sungkono street in Surabaya.

The purpose of this research is to determine, analyze, and prove the influence of service quality and food quality to customer satisfaction McDonald's at Mayjend Sungkono in Surabaya.

This study uses primary data collected directly by using a questionnaire instrument to the respondents in Surabaya, which meets the characteristics of the study, ie: male or female customers who had bought and consumed McDonald's fried chicken, in Surabaya Sungkono Mayjend street least three times in the last month. Questionnaires were distributed at the third week in July 2010 McDonald's in Mayjend Sungkono Surabaya.

Based on the results of the overall data analysis shows that there are significant quality of service and food quality to customer satisfaction McD Mayjend Sungkono in Surabaya. This can be seen from the results of linear regression analysis with the regression equation is positive, it means the relationship between quality service and food quality to customer satisfaction is a positive relationship or if the quality of service and food quality increased, customer satisfaction will also increase and vice versa.

**Keywords: Service Quality, Food Quality, Customer Satisfaction**