

INTISARI

Penelitian ini bertujuan untuk mengetahui apakah kualitas layanan berpengaruh terhadap kepuasan pelanggan di restoran Hachi-Hachi Bistro di Tunjungan Plaza, Surabaya. Kualitas layanan diukur melalui *Responsiveness, Food quality, Physical Design and appearance*, dan *Price*. Sedangkan dari kepuasan pelanggan diukur melalui *Attributes related to product, Attributes related to services*, dan *Attributes related to purchases*.

Metode yang digunakan dalam penelitian ini adalah menggunakan metode Uji Regresi Linier Sederhana. Hasil penelitian mengungkapkan bahwa kualitas Layanan dan kepuasan pelanggan restoran Hachi-Hachi Bistro di Tunjungan Plaza, Surabaya mendapatkan penilaian yang cenderung baik, dan terdapat hubungan pengaruh positif yang signifikan antara kualitas layanan dengan kepuasan pelanggan, dengan demikian hasil penelitian mendukung konsep teori tentang pengaruh kualitas layanan terhadap kepuasan pelanggan.

Kata kunci: Kualitas Layanan, Kepuasan Pelanggan, Restoran



ABSTRACT

This is a research which discover the relationship between service quality and customer satisfaction of Hachi-Hachi Bistro restaurant in Tunjungan Plaza, Surabaya. Service quality is measured through Responsiveness, Food quality, Physical Design and appearance, and Price. And customer satisfaction is measured through Attributes related to product, Attributes related to services, dan Attributes related to purchases.

In this research, author used simple linear regression test methods. The results of the research reveals that both service quality and customer satisfaction levels to the Hachi-Hachi Bistro restaurant in Tunjungan Plaza, Surabaya tends to be good, and there is a positive causal influence that is significant between quality service and customer satisfaction. Thus, the result of the research is relevant and at the same time supports the theory of the influence of service quality to customer satisfaction.

Key words: quality service, customer satisfaction, restaurant.

