

INTISARI

Tujuan dalam penelitian ini adalah untuk mengetahui bagaimana *customer satisfaction* yang diukur melalui *dining experience* di restoran KFC Ahmad Yani Surabaya. Target populasi yang digunakan dalam penelitian ini adalah konsumen KFC yang bertempat tinggal di Surabaya yang pernah mengunjungi KFC Ahmad Yani Surabaya. Dipilihnya responden tersebut dimaksudkan agar informasi atau data yang didapat untuk kebutuhan penelitian sesuai dengan kenyataan (obyektif). Karakteristik populasi adalah pria atau wanita, minimal pendidikan terakhir SMA, bertempat tinggal di Surabaya, pernah mengunjungi KFC Ahmad Yani Surabaya, dalam 3 bulan terakhir, membeli makanan dan pernah makan di restoran KFC Ahmad Yani Surabaya.

Aras pengukuran yang digunakan dalam penelitian ini adalah aras interval. Aras interval adalah aras pengukuran yang memiliki jarak yang sama dan selisih yang jelas pada skala. Kuesioner dibagikan kepada responden bersifat tertutup (*close ended question*) yaitu jawaban responden telah dibatasi dengan menyediakan alternatif jawaban. Metode pengolahan data yang digunakan dalam penelitian ini antara lain menggunakan uji validitas, uji reliabilitas, statistik deskriptif, presentasi diagram batang, dan tabulasi silang.

Dari penelitian ini didapatkan hasil bahwa responden merasakan kepuasan persepsi terhadap *dining experience* di KFC Ahmad Yani Surabaya secara keseluruhan. Pada dimensi *taste and quality of the food*, *appearance ambience* dan *price* keseluruhan responden merasa puas dan pada dimensi *cleanliness and hygiene* dan *service quality* keseluruhan responden tidak puas.

Kata Kunci : *customer satisfaction*, *dining experience*, dan *service quality*

Abstract

The purpose of this research was to determine how customer satisfaction is measured through the dining experience at the restaurant KFC Ahmad Yani Surabaya. The target population used in this study is KFC consumers residing in Surabaya who visited KFC Ahmad Yani Surabaya. The choice of respondents is intended that the information or data obtained for research needs in accordance with the fact (objective). Characteristics of the population is male or female, at least high school education level, residing in Surabaya, KFC Ahmad Yani visited Surabaya, in the last 3 months, buying food and never eat at KFC Ahmad Yani Surabaya.

Aras measurements used in this study is the cedar interval. Aras is the cedar measurement interval that has the same distance and a clear difference on the scale. Questionnaires were distributed to the respondents are closed (close-ended question) that the respondent's answer has been limited by providing an alternative answer. Data processing method used in this research include using test validity, reliability test, descriptive statistics, presentations diagraph rods, and cross tabulation.

From this research, the results of the satisfaction espoden bahwar persespi the dining experience at KFC Ahmad Yani Surabaya overall. On the dimension of taste and quality of the food, ambience and price overall apperance of respondents were satisfied and the dimensions of cleanliness and hygiene and overall service quality of respondents are not satisfied.

Keyword : customer satisfaction, dining experience, and service quality