

INTISARI

Penelitian ini dilakukan karena melihat jaman globalisasi ini pertumbuhan industri restoran semakin ketat. Cita rasa dan harga bukanlah lagi penentu utama dari suksesnya usaha restoran, sehingga dibutuhkan diferensiasi untuk dapat bertahan. Tujuan penelitian ini untuk mendeskripsikan persepsi konsumen terhadap *servicescape* pada The Noodle's Airlines. *Servicescape* diukur melalui *ambient condition*, *facility aesthetics*, *layout*, *electric equipment*, dan *seating comfort*.

Pengolahan data dilakukan dengan menggunakan SPSS 16.00 for windows. Pada penelitian ini menggunakan sampel populasi. Jumlah populasi yang digunakan dalam penelitian ini adalah 100 data responden yang diperoleh dengan menyebarkan kuesioner.

Penelitian deskriptif ini dilakukan dengan menyebarkan kuesioner. Pengolahan data menggunakan *Mean*, Standar Deviasi, dan Koefisien Varian. Hasil penelitian mengungkapkan bahwa *servicescape* di The Noodle's Airlines mendapatkan penilaian yang baik, dengan demikian hasil penelitian mendukung konsep teori tentang *servicescape*.

Kata kunci: *Servicescape*, *ambient condition*, *facility aesthetics*.

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 need differentiation to be able to survive. This research aims to describe the consumer's perception of servicescape on The Noodles Airlines. Servicescape measured throught the ambient condition, facility aesthetics, layout, electric equipment, and seating comfort.

This research using with SPSS 16.00 software. In this research using population sample. The population used in this study was 100 respondents. Data collected directly from responden by distributing questionnaires.

This descriptive study was conducted by distributing questionnaires. Data processing using the Mean, Standard Deviation, and Variance Coefficient. The reaserch results reveal that the servicescape of The Noodle's Airlines get good judgment, thus the results of reaserch supported the concept of servicescape theory.

Keyword: Servicescape, ambient condition, facility aesthetics.