

INTISARI

Servicescape berperan penting dalam kemajuan hubungan perusahaan dengan konsumen maupun karyawan, produk dan jasa di desain menjadi satu kesatuan yang memberikan image tertentu sehingga mampu menarik reaksi emosional konsumen, karena itu *servicescape* sangat penting dalam pembentukan kesan atau awal dalam membentuk harapan konsumen. Tujuan penelitian ini adalah untuk mendeskripsikan persepsi konsumen terhadap *servicescapes* pada restoran Crab N Chef, dengan menggunakan 3 dimensi dari *servicescape* yaitu *ambient conditions; spatial layout and functionality; sign, symbol and artifacts*. Target populasi yaitu responden pria dan wanita yang pernah makan di restoran Crab N Chef *Seafood Restaurant*. Berdomisili baik di Suabaya dan luar kota Surabaya, pendidikan minimal SMA atau sederajat. Memiliki karakteristik populasi yaitu pelanggan yang pernah mengkonsumsi hidangan dari Crab N Chef *Seafood Restaurant* di Jl Manyar Kertoarjo V/8 Surabaya minimal 2 kali dalam 3 bulan terakhir. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dengan teknik *convenience sampling*.

Penelitian ini menggunakan Statistik Deskriptif yakni antara lain *Mean* (rata-rata), *Standard Deviation* (simpangan baku). Dari hasil penelitian didapatkan hasil nilai rata-rata hitung tertinggi ditunjukkan oleh dimensi *spatial layout and functionality* terutama ditunjukkan oleh indikator Area Parkir Crab N Chef cukup luas. Responden tidak perlu kesuasahan mencari tempat parkir di restoran Crab N Chef membuat responden nyaman berkunjung ke restoran Crab N Chef.

Kata Kunci : Persepsi, *Servicescapes*, *Spatial layout and functionality*

ABSTRACT

Servicescapes an important role in the progress of the company's relationships with customers and employees, products and services in the design as one that gives a certain image so as to attract the consumer's emotional reaction, because servicescapes is very important in the formation of impressions or early in shaping consumer expectations. The purpose of this study was to describe the perception of consumers to servicescapes the Crab restaurant N Chef, by using 3-dimensional of servicescapes including: ambient conditions; spatial layout and functionality; signs, symbols and artifacts. The target population is male and female respondents who have ever eaten at a restaurant Crab N Chef Seafood Restaurant. Stay domiciled in Suabaya and outside the city of Surabaya, at least high school education or equivalent. Has the characteristics of the population that is customers who never consumed dishes from Chef N Crab Seafood Restaurant in Jalan Manyar Kertoarjo V / 8 Surabaya at least 2 times in the last 3 months. The sampling technique used is nonprobability sampling by convenience sampling technique.

This study used the descriptive statistics include mean (average), Standard Deviation (standard deviation). From the results, the results of the average value of the highest count indicated by dimensional spatial layout and functionality is mainly indicated by the indicator N Chef Crab parking area is quite extensive. Respondents do not need difficulty looking for a parking space in the restaurant Crab N Chef make respondents comfortable visiting Crab N Chef seafood restaurant.

Keywords: Perception, Servicescapes, Spatial layout and functionality