

INTISARI

Penelitian ini bertujuan untuk mengetahui apakah kualitas restoran berpengaruh terhadap kepuasan pelanggan atau rekomendasi pelanggan di restoran *chinese food* Guilin Surabaya. Kualitas restoran diukur melalui *restaurant service*, *physical atmosphere* dan *overall quality*. Sedangkan kepuasan pelanggan diukur melalui kesesuaian antara harapan pelanggan dengan pengalaman makan yang dirasakan pelanggan di tempat makan tersebut secara keseluruhan. Penelitian ini dianalisa menggunakan metode *multiple ordinary least squares (OLS) regressions*, *binary logistic regression*, dan *sobel test* dengan program *Statistical Package for Social Sciences (SPSS) 18.0 for windows*.

Hasil penelitian ini menemukan bahwa *restaurant service*, *physical atmosphere* dan *overall quality* memiliki pengaruh positif dan signifikan terhadap kualitas restoran. Serta kualitas restoran memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Dari kepuasan pelanggan tersebut muncullah rekomendasi pelanggan, dimana pelanggan yang puas akan bersedia merekomendasikan restoran *chinese food* Guilin Surabaya kepada orang lain. Demikian hasil penelitian mendukung konsep teori tentang pengaruh kualitas restoran terhadap kepuasan pelanggan atau rekomendasi pelanggan.

Kata kunci : *restaurant service*, *physical atmosphere*, *overall quality*, *customer satisfaction*, *customer recommendation*

ABSTRACT

The purpose of this study is to determine whether the quality of the restaurant has a affect to customer satisfaction or customer recommendation in Guilin chinese food restaurant Surabaya. The quality of restaurant is measured through the experience of eating perceived by customer in the restaurant as a whole. This study was analyzed using multiple ordinary least square (OLS) regression, binary logistic regression, and sobel test via the Statistical Package for Social Sciences (SPSS) 18.0 for windows.

The results of this study found that restaurant service, physical atmosphere and overall quality has a positive and significant impact on restaurant quality. As well as the quality of the restaurant has a positive and significant impact on customer satisfaction. From customer satisfaction comes up the customer recommendation, where satisfied customers will be willing to recommend Guilin chinese food restaurant Surabaya to others. Thus, the results of the study support the concept of the theory about the impact of restaurant quality to customer satisfaction or customer recommendation.

Keywords : restaurant service, physical atmosphere, overall quality, customer satisfaction, customer recommendation