

INTISARI

Waktu menunggu sering dialami dan dijumpai oleh setiap orang dalam kehidupan sehari-hari. Waktu menunggu merupakan suatu peristiwa dimana konsumen menunggu untuk dilayani pada suatu fasilitas yang menyediakan layanan yang dicari atau dibutuhkan oleh konsumen tersebut. Kehilangan pelanggan tentunya tidak diinginkan oleh suatu bisnis, tetapi memenuhi keinginan pelanggan untuk menunggu bisa menguntungkan bagi suatu bisnis. Berdasarkan hal tersebut, maka penelitian ini bertujuan untuk mengetahui pengaruh *perceived waiting time* dan *satisfaction with waiting environment* terhadap *waiting time satisfaction* dan *service satisfaction*

Antrian sering terjadi pada badan usaha yang bergerak di bidang jasa. Salah satu dari badan usaha jada adalah Restoran Boncafe cabang Manyar, Surabaya. Restoran boncafe memiliki 3 tahapan yaitu *pre-process stage*, *in-process stage* dan *post process stage*. Sampel dilakukan di restoran Boncafe cabang Manyar, Surabaya dengan menyebarkan 100 kuesioner dan dilakukan analisis dengan metode *Partial Least Square*.

Hasil penelitian menunjukkan bahwa adanya pengaruh yang positif dan signifikan dari *perceived waiting time* ke *waiting time satisfaction*, *satisfaction with waiting environment* ke *waiting time satisfaction*, *waiting time satisfaction* ke *service satisfaction* dan *satisfaction with waiting environment* ke *service satisfaction*. Selain itu ditemukan juga pengaruh negatif yang signifikan dari *perceived waiting time* ke *service satisfaction*.

Kata kunci: *Perceived Waiting time*, *Satisfaction with Waiting Environment*, *Waiting Time Satisfaction*, *Service Satisfaction*

ABSTRACT

Waiting time is often experienced and encountered by everyone in everyday life. A wait-time is a place where customers wait to maximize the facilities that provide services that are appropriate or required by the consumer. Losing customers certainly can not be done by the business, but also for customers who need bias. Therefore, this study aims to determine the waiting time perceived and satisfaction with the waiting environment to the satisfaction of waiting time and service satisfaction

Queues often occur in business entities engaged in services. One of the business entities is the Boncafe Restaurant of Manyar branch, Surabaya. The boncafe restaurant has 3 stages: pre-process stage, process stage and stage of work process. The samples were conducted at Boncafe Restaurant of Manyar branch, Surabaya by distributing 100 questionnaires and done by Partial Least Square method.

The results showed that there was a positive and significant effect of the waiting time perceived to the satisfaction of waiting time, the satisfaction with the waiting environment to the satisfaction of waiting time, the satisfaction of waiting time to the satisfaction of service and satisfaction with waiting environment to the satisfaction of service. In addition, there was also a significant negative influence of the perception of waiting time on service satisfaction.

Keywords: Perceived Waiting time, Satisfaction with Waiting Environment, Waiting Time Satisfaction, Service Satisfaction