

Pengaruh *Perceived Waiting Time* dan dan *Satisfaction With Waiting Environment* Terhadap *Service Satisfaction* pada restoran Pizza Hut cabang Merr Surabaya

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perceived waiting time* dan *satisfaction with waiting enviroment* terhadap *service satisfaction* pada restoran Pizza Hut cabang Merr Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode Partial Least Square program software SmartPLS versi 2.0. Data yang digunakan dalam penelitian adalah data primer yang diperoleh dari penyebaran kuesioner. Sampel dari penelitian menggunakan non-probability sampling, karakteristik populasi adalah konsumen yang pernah melakukan proses transaksi di restoran Pizza Hut cabang Merr Surabaya selama 3 bulan terakhir dan memiliki umur minimal 17 tahun. Jumlah sampel yang digunakan dalam penelitian sebanyak 105sampel.

Hasil penelitian ini menunjukkan bahwa adanya hubungan positif dan signifikan dari *perceived waiting time* terhadap *waiting time satisfaction*, *satisfaction with waiting enviroment* terhadap *waiting time satisfaction*, *waiting time satisfaction* terhadap *service satisfaction*, *satisfaction with waiting environment* terhadap *service satisfaction* dan adanya hubungan positif dan tidak signifikan dari *perceived waiting time* terhadap *service satisfaction* di restoran PizzaHut cabang Merr Surabaya.

Kata Kunci : Persepsi Waktu Tunggu, Kepuasan Dengan Lingkungan Waktu Tunggu, Kepuasan Waktu Tunggu, Kepuasan Layanan

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ABSTRACT

This study aims to determine and analyze the effect of perceived waiting time and satisfaction with waiting environment on service satisfaction at the Merr branch of Pizza Hut restaurant in Surabaya.

This study uses a quantitative approach using the Partial Least Square method SmartPLS version 2.0 software program. The data used in the study are primary data obtained from questionnaires. The sample from the study used non-probability sampling, the characteristics of the population were consumers who had made transactions at the Pizza Hut restaurant in the Merr Surabaya branch for the last 3 months and had a minimum age of 17 years. The number of samples used in the study were 105 samples.

The results of this study indicate that there is a positive and significant relationship from perceived waiting time to waiting time satisfaction, satisfaction with waiting environment to waiting time satisfaction, waiting time satisfaction to service satisfaction, satisfaction with waiting environment to service satisfaction and a positive and insignificant relationship from perceived waiting time for service satisfaction at the PizzaHut restaurant in the Merr Surabaya branch.

Keywords: *Waiting Time, Satisfaction with Waiting Enviroment, Waiting Time Satisfaction, Service Satisfaction*