

PENGARUH PERSONAL PRACTICES DAN FUNCTIONAL PRACTICES
TERHADAP CUSTOMER SATISFACTION DI RESTORAN CTRL+A
JEMBER

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *functional practices* dan *personal practices* di restoran Ctrl+A Jember. Penelitian ini dilakukan terhadap pelanggan restoran Ctrl+A Jember. Pengolahan data *SPSS 23 for windows*. Teknik pengambilan sampel yang digunakan *non probability sampling* dengan jenis *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 139 responden yang memenuhi karakteristik populasi yang ditentukan. Data di olah menggunakan mean, standard deviasi, *multiple regression analysis*, dan uji T. Hasil penelitian ini menunjukkan adanya pengaruh antara *personal practices* terhadap *customer satisfaction* dan juga menunjukkan bahwa *functional practices* tidak berpengaruh terhadap *customer satisfaction* di restoran Ctrl+A Jember menurut para pelanggan restoran Ctrl+A Jember.

Kata kunci : *Personal practices, Functional practices, Customer satisfaction*

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ABSTRACT

The purpose of this study is to examine the effect of functional practices and personal practices in Ctrl + A restaurant in Jember. This research was conducted in Ctrl + A restaurant in Jember. SPSS 23 data processing for Windows. The sampling technique which was used is non probability sampling with a type of purposive sampling and the number of samples in this study were 139 respondents who met the specified population characteristics. Data was processed using the mean, standard deviation, multiple regression analysis, and T test. The result of this study indicates the influence of personal practices on customer satisfaction and also shows that functional practices do not have any effect on customer satisfaction in the Ctrl + A restaurant according to the restaurant customers.

Keywords : Personal practices, Functional practices, Customer satisfaction