

PENGARUH *PERCEIVED WAITING TIME* DAN *SATISFACTION WITH WAITING ENVIRONMENT* TERHADAP *WAITING TIME SATISFACTION* DAN *SERVICE SATISFACTION* RESTORAN SUSHI TEI CABANG TUNJUNGAN PLAZA SURABAYA

Yusuf Triadhy

Manajemen Operasi

Pembimbing: Dr. Erna Andajani S T., MM

Drs. ec. A. Budhiman Setyawan, MSIE.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perceived waiting time* dan *satisfaction with waiting enviroment* terhadap *service satisfaction* pada restoran Sushi Tei Cabang Tunjungan Plaza 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 Sushi Tei cabang Tunjungan Plaza Surabaya selama 6 bulan terakhir dan memiliki umur minimal 17 tahun yang melakukan transaksi dan mengkonsumsi langsung di tempat. Jumlah sampel yang digunakan dalam penelitian sebanyak 100 sampel.

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*, dan adanya hubungan positif dan tidak signifikan dari *perceived waiting time* terhadap *service satisfaction* dan *satisfaction with waiting environment* terhadap *service satisfaction* di restoran Sushi Tei cabang Tunjungan Plaza Surabaya.

Kata Kunci : *Perceived Waiting Time*, *Satisfaction with Waiting Enviroment*, *Waiting Time Satisfaction*, *Service Satisfaction*

THE IMPACT OF PERCEIVED WAITING TIME AND SATISFACTION WITH WAITING ENVIRONMENT TO WAITING TIME SATISFACTION AND SERVICE SATISFACTION SUSHI TEI RESTAURANT TUNJUNGAN PLAZA SURABAYA BRANCH

Yusuf Triadhy

Operational Management

Contributors : Dr. Erna Andajani S T., MM

Drs. ec. A. Budhiman Setyawan, MSIE.

ABSTRACT

This study aims to determine and analyze the effect of perceived waiting time and satisfaction with waiting environment on service satisfaction at the Tunjungan Plaza branch of Sushi Tei 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 and dine in at the Sushi Tei restaurant in the Tunjungan Plaza Surabaya branch for the last 6 months and had a minimum age of 17 years. The number of samples used in the study were 100 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, and a positive and insignificant relationship from perceived waiting time for service satisfaction and satisfaction with waiting environment to service satisfaction at Sushi Tei restaurant in Tunjungan Plaza Surabaya branch.

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