

PENGARUH *FOOD QUALITY*, *SERVICE QUALITY*, *AMBIENCE* DAN *PRICE*
TERHADAP *CUSTOMER SATISFACTION* DI RESTORAN DOMICILE
SURABAYA

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ABSTRAK

Tujuan dalam penelitian ini adalah untuk mengidentifikasi: (1) pengaruh food quality, service quality, ambience, price terhadap tingkat customer satisfaction di Domicile Surabaya; (2) pengaruh customer characteristic berpengaruh terhadap food quality, service quality, ambience quality dan price di Domicile Surabaya. Penelitian ini termasuk penelitian kausal dengan pendekatan kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data primer. Sampel yang digunakan adalah responden yang pernah makan di restoran domicile 1 tahun belakangan ini sebanyak 150 responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil data penelitian ini menunjukkan bahwa secara parsial food quality, service quality, ambience, dan price berpengaruh signifikan terhadap customer satisfaction.

Kata kunci : kepuasan pelanggan, kualitas layanan, karakteristik pelanggan

*EFFECT OF FOOD QUALITY, SERVICE QUALITY, AMBIENCE, AND PRICE
TO CUSTOMER SATISFACTION AT DOMICILE RESTAURANT SURABAYA*

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ABSTRACT

The purpose of this research is to identify: (1) the influence of food quality, service quality, ambience, price on the level of customer satisfaction at Domicile Surabaya; (2) the influence of customer characteristics influences food quality, ambience, service quality, and price at Surabaya Domicile. This research is causal research with quantitative approach. The type of data used in this study is primary data. The sample used was 150 respondents who had eaten in domicile restaurants in the past year. Data collection is done by distributing questionnaires. The data analysis technique used is multiple linear regression analysis. The results in this study indicate that partially food quality, service quality, ambience, and price have a significant influence on customer satisfaction.

Keywords: customer satisfaction, service quality, customer characteristic