

PENGARUH WAITING ENVIRONMENT, PERCEIVED WAITING TIME DAN SERVICE QUALITY TERHADAP WAITING TIME SATISFACTION DAN CUSTOMER SATISFACTION RESTORAN GENKI SUSHI DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Waiting Environment*, *Perceived Waiting Time*, dan *Service Quality* terhadap *Waiting Time Satisfaction* dan *Customer Satisfaction* restoran Genki Sushi di Surabaya. Jenis penelitian yang digunakan adalah jenis penelitian *basic research*. Responden dalam penelitian ini berjumlah 120 orang. Analisis dalam penelitian ini menggunakan *Structural Equation Model* (SEM) dan diolah menggunakan software SPSS versi 25.0 *for windows*. Berdasarkan hasil analisis data, data yang diperoleh dalam penelitian penelitian ini menunjukkan bahwa variabel *waiting environment*, *perceived waiting time* dan *service quality* berpengaruh positif terhadap *waiting time satisfaction*. Serta *waiting time satisfaction* berpengaruh positif terhadap *customer satisfaction*.

Kata kunci: *waiting environment*, *perceived waiting time*, *service quality*, *waiting time satisfaction*, *customer satisfaction*.

THE IMPACT OF WAITING ENVIRONMENT, PERCEIVED WAITING TIME AND SERVICE QUALITY ON WAITING TIME SATISFACTION AND CUSTOMER SATISFACTION GENKI SUSHI RESTAURANT IN SURABAYA

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ABSTRACT

This study aims to analyze the Effect of Waiting Environment, Perceived Waiting Time, and Service Quality on Waiting Time Satisfaction and Customer Satisfaction Genki Sushi Restaurant in Surabaya. The type of research used is the type of basic research. Respondents in this study amounted to 120 people. The analysis in this study uses the Structural Equation Model (SEM) and is processed using SPSS software version 25.0 for windows. Based on the results of data analysis, the data obtained in this research study indicate that the variables waiting environment, perceived waiting time and service quality have a positive effect on waiting time satisfaction. And waiting time satisfaction has a positive effect on customer satisfaction.

Keywords: waiting environment, perceived waiting time, service quality, waiting time satisfaction, customer satisfaction.