

**PENGARUH *WAITING TIME SATISFACTION* TERHADAP
CUSTOMER SATISFACTION PADA RESTORAN MARUGAME UDON
CABANG TUNJUNGAN PLAZA SURABAYA**

Fairuz Ilham Perdana
Manajemen Jejaring Bisnis

Juliani Dyah Trisnawati
Fitri Novika Widjaja

Abstrak

Penelitian ini membahas efektivitas kepuasan waktu tunggu terhadap kepuasan pelanggan pada restoran Marugame Udon Cabang Tunjungan Plaza Surabaya. Jumlah sampel yang digunakan sebanyak 136 Responden dengan mengumpulkan kuesioner secara daring. Penelitian merupakan penelitian kuantitatif dengan menggunakan metode analisis regresi linier berganda dengan bantuan *software* SPSS 25 *for windows*. Hasil dari penelitian ini menunjukkan bahwa lingkungan tunggu tidak berpengaruh dan signifikan terhadap *waiting time satisfaction*, waktu tunggu yang dirasakan berpengaruh positif dan signifikan terhadap kepuasan waktu menunggu, kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan waktu menunggu, dan kepuasan waktu menunggu berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Keywords: *waiting environment, perceived waiting time, service quality, waiting time satisfaction, and customer satisfaction*

***THE EFFECT OF WAITING TIME SATISFACTION ON
CUSTOMER SATISFACTION AT MARUGAME UDON RESTAURANT,
TUNJUNGAN PLAZA BRANCH SURABAYA***

Fairuz Ilham Perdana
Business Network Management

Juliani Dyah Trisnawati
Fitri Novika Widjaja

ABSTRACT

This study discusses the effectiveness of waiting time satisfaction on customer satisfaction at the Marugame Udon restaurant Tunjungan Plaza Surabaya Branch. The number of samples used was 136 respondents by collecting questionnaires online. This research is a quantitative study using multiple linear regression analysis with the help of SPSS 25 for windows software. The results of this study indicate that the waiting environment has no and significant effect on waiting time satisfaction, perceived waiting time has a positive and significant effect on waiting time satisfaction, service quality has a positive and significant effect on waiting time satisfaction, and waiting time satisfaction has a positive and significant effect on customer satisfaction.

Keywords: *waiting environment, perceived waiting time, service quality, waiting time satisfaction, and customer satisfaction*