

PENGARUH WAITING TIME ENVIRONMENT TERHADAP WAITING TIME SATISFACTION PADA RESTORAN CARL'S JR SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh positif *waiting environment*, *perceived waiting time*, dan *service quality* terhadap *waiting time satisfaction* dan *customer satisfaction* restoran Carl's Jr Cabang Kertajaya Surabaya. penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode analisis linear berganda dan linear sederhana dengan program *software* SPSS versi 26. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Sampel pada penelitian ini menggunakan *non probability sampling*, karakter populasi adalah pelanggan yang melakukan pembelian di Restoran Carl's Jr Cabang Kertajaya Surabaya, pelanggan yang melakukan pembelian selama 6 bulan terakhir dan memiliki umur minimal 17 tahun. Jumlah sampel yang digunakan dalam penelitian sebanyak 120 sampel. berdasarkan hasil analisis data yang diperoleh dalam penelitian ini menunjukkan bahwa variabel *waiting environment*, *service quality* berpengaruh positif terhadap *waiting time satisfaction*, dan *waiting time satisfaction* berpengaruh positif terhadap *customer satisfaction*.

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

***THE EFFECT OF WAITING TIME ENVIRONMENT ON WAITING TIME
SATISFACTION AT CARL'S JR RESTAURANT SURABAYA***

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ABSTRACT

The purpose of this study was to analyze the positive impact of waiting environment, perceived waiting time, and quality of service on waiting time satisfaction and customer satisfaction at Carl's Jr. Restaurant, Kertajaya, Surabaya. In this study, a quantitative approach using multiple linear and simple linear analysis techniques was used using the software program SPSS version 26. The data used in this study are primary data obtained from the distribution of questionnaires. Nonprobability sampling is used in the sample of this study. Population characteristics are customers who shop at Carl's Jr. restaurant, Kerta Jaya branch in Surabaya, and his customers aged 17 and over who have made a purchase within the past 6 months. The number of samples used in the study was 120 samples. Based on the results of the data analysis, the data obtained in this study showed that the fluctuating waiting environment, service quality had a positive effect on waiting time satisfaction, and waiting time satisfaction had a positive effect on customer satisfaction. It shows that you have an impact. .

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