

ABSTRAK

Nofa Yuliar Anjharistanti, 2024. Hubungan Kualitas Pelayanan dan Kualitas Menu terhadap Kepuasan Konsumen di Restoran Katsugi Bento Kota Malang.

Pembimbing: Dr. Yohanes Kristianto, GradDipL FoodSci, MFT dan Indri Hapsari, STP, MP

Latar Belakang: Berdasarkan dari hasil ulasan konsumen yang diperoleh dari website, keluhan konsumen dari Restoran Katsugi Bento Kota Malang adalah kebersihan restoran yang kurang karena masih terdapat tikus di lingkup restoran, pegawai yang kurang tanggap dalam melayani konsumen, makanan yang disajikan dalam keadaan tidak hangat, dan juga kualitas pelayanan kurang ramah. Dari ulasan tersebut maka hal yang perlu ditingkatkan dari Restoran Katsugi Bento adalah pelayanan konsumen dan kualitas menu yaitu service dine in untuk meningkatkan kepuasan konsumen.

Tujuan: untuk mengetahui kualitas pelayanan dan kualitas menu terhadap tingkat kepuasan konsumen di Restoran Katsugi Bento.

Metode: Jenis penelitian yang digunakan adalah kuantitatif yang bersifat *observasional*. Desain penelitian ini adalah *cross sectional study*. Populasi dalam penelitian ini mengacu pada seluruh konsumen yang berkunjung dan membeli makanan secara *dine-in* di Restoran Katsugi Bento Kota Malang. Sampel yang diambil sebanyak 80 responden dengan menggunakan teknik *accidental sampling*. Metode analisis data yang digunakan adalah uji validitas, uji reliabilitas, metode CSI dan IPA.

Hasil: Berdasarkan hasil perhitungan menggunakan aturan CSI yang melalui beberapa tahapan perhitungan, tingkat kepuasan konsumen mendapatkan presentase nilai sebesar 80,48% yang berarti indeks kepuasan konsumen Restoran Katsugi Bento sudah termasuk pada kategori puas. Namun berdasarkan hasil penelitian dengan menggunakan metode IPA, masih ada beberapa atribut kualitas pelayanan dan kualitas menu yang berada pada kuadran I yang artinya dianggap penting oleh konsumen namun kinerja restoran kurang sehingga perlu adanya perbaikan, yaitu pegawai bersikap sopan terhadap pelanggan saat pelayanan, dan pegawai merespon masalah tidak terduga dari konsumen.

Kesimpulan: Atribut yang perlu diperbaiki berada pada kuadran I, atribut yang berada di kuadran I diantaranya adalah pegawai bersikap sopan terhadap pelanggan saat pelayanan, pegawai merespon masalah tidak terduga dari konsumen. Tingkat kepuasan konsumen pada Restoran Katsugi Bento mendapatkan presentase nilai sebesar 80,48% yang berarti indeks kepuasan konsumen sudah termasuk dalam kategori puas.

Kata Kunci: Kualitas Pelayanan, Kualitas Menu, Kepuasan Konsumen.

ABSTRAK

Nofa Yuliar Anharistanti, 2024. The Relationship between Service Quality and Menu Quality to Customer Satisfaction at Katsugi Bento Restaurant Malang City.

Advisor: Dr. Yohanes Kristianto, GradDipL FoodSci, MFT and Indri Hapsari, STP, MP

Background: Based on the results of consumer reviews obtained from the website, consumer complaints from Katsugi Bento Restaurant Malang City are the lack of cleanliness of the restaurant because there are still rats in the scope of the restaurant, employees who are less responsive in serving consumers, the food served is not warm, and also the quality of service is less friendly. From these reviews, the things that need to be improved from Katsugi Bento Restaurant are customer service and menu quality, namely dine-in service to increase customer satisfaction.

Purpose: to determine the quality of service and menu quality on the level of customer satisfaction at Katsugi Bento Restaurant.

Method: The type of research used is quantitative which is observational. This research design is a *cross sectional study*. The population in this study refers to all consumers who visit and buy food dine-in at Katsugi Bento Restaurant in Malang City. The sample taken was 80 respondents using accidental sampling technique. The data analysis methods used are validity test, reliability test, CSI and IPA methods.

Results: Based on the results of calculations using the CSI rule through several stages of calculation, the level of customer satisfaction gets a percentage value of 80.48%, which means that the Katsugi Bento Restaurant customer satisfaction index is included in the satisfied category. However, based on the results of research using the IPA method, there are still several attributes of service quality and menu quality that are in quadrant I, which means that they are considered important by consumers but the restaurant's performance is lacking so that improvements are needed, namely employees being polite to customers during service, and employees responding to unexpected problems from consumers.

Conclusion: Attributes that need to be improved are in quadrant I, the attributes in quadrant I include employees being polite to customers during service, employees respond to unexpected problems from consumers. The level of customer satisfaction at Katsugi Bento Restaurant gets a percentage value of 80.48%, which means that the customer satisfaction index is included in the satisfied category.

Keywords: Service quality, menu quality, customer satisfaction.