

ABSTRAK

Agus Bagja Permana. 15416261201011. Analisis Kepuasan Pelanggan Mie Xp Karawang. Dibawah bimbingan Ibu Hj. Ir. Netti Nurlenawati, M.M. dan Ibu Santi Pertiwi Hari Sandi, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui tingkat kepuasan pelanggan berdasarkan tingkat kepentingan dan kinerja pelayanan di Rumah Makan Mie Xp Karawang. Penelitian ini menggunakan metoda deskriptif kuantitatif, sedangkan analisis data menggunakan IPA (Importance Performance Analysis).

Hasil penelitian ini menunjukkan bahwa pelanggan sudah merasa puas untuk indikator (1) kenyamanan tempat, (2) kemudahan lokasi, (3) Dekorasi ruangan, (4) keakuratan perhitungan administrasi, (5) kebersihan dan kesegaran makanan, (6) pengetahuan makanan dalam menu yang tersedia, (7) keterampilan karyawan dalam mengolah menu makan, (8) Kerapihan dan kesopanan karyawan, (9) kelengkapan peralatan makan, (10) perhatian individual karyawan terhadap pelanggan.

Dari analisa penelitian dapat disimpulkan ada indikator pelanggan yang sudah bukan merupakan menjadi indikator kepuasan lagi yaitu daftar harga, tetapi pelanggan membutuhkan nilai lebih agar keinginan dan harapan pelanggan dapat memuaskan, dan bisa meningkatkan kepuasan pelanggan, adapun indikator tersebut (1) area parkir, (2) fasilitas dan pelengkap, (3) kecepatan melayani pesanan, (4) kecepatan menyediakan tempat duduk, (5) kecepatan karyawan saat melayani pelanggan yang membutuhkan, (6) konsistensi cita rasa, (7) perhatian karyawan, (8) kesungguhan karyawan dalam merespon permintaan pelanggan.

Kata Kunci : Kepuasan Pelanggan, Kualitas Pelayanan, Rumah Makan

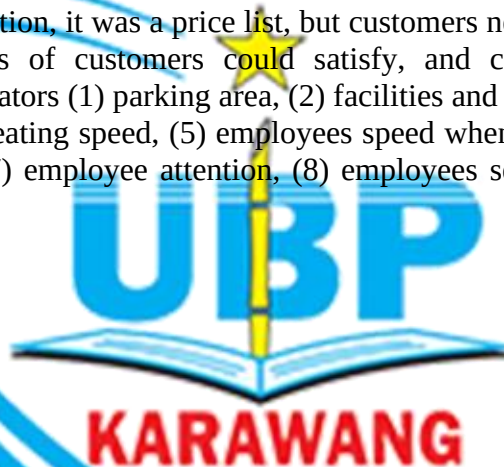
ABSTRACT

Agus Bagja Permana, 15416261201011. Xp Noodle Customer Satisfaction Analysis Karawang. Under the guidance of Mrs Hj.Ir. Netti Nurlenawati, M.M. and Mrs Santi Pertiwi Hari Sandi, S.E.,M.M.

This study aims to determine the level of Customer Satisfaction based on the level of importance and service performance at the Noodle Restaurant in Karawang This study used quantitative descriptive method, while data analysis used IPA(Importance Performance Analysis).

The result of this study indicate that customers were satisfied with indicators(1) area comfort, (2) ease of location, (3) room decoration, (4) administrative calculations accuracy, (5) food cleanliness and freshness, (6) food knowledge and available menu,(7) employee skills in food menu processing,(8) employee neatness and politeness, (9) food equipment completeness, (10) individual employee attention to customers.

in the research analysis, it could be concluded that there was a customer indicator who was no longer an indicator of satisfaction, it was a price list, but customers needed more value so that the desires and expectations of customers could satisfy, and could increase customer satisfaction, as for these indicators (1) parking area, (2) facilities and supplements, (3) serving orders speed, (4) providing seating speed, (5) employees speed when serving customers who need, (6) taste consistency,(7) employee attention, (8) employees seriousness in respond to customer requests.



Keywords: Customer Satisfaction, Service Quality, Restaurants