ABSTRAK

ANALISIS PENGARUH ATRIBUT RESTORAN PADA KEPUASAN KONSUMEN RESTORAN PANCA WARNA KEBUMEN

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Tujuan dari penelitian ini adalah mengetahui: 1) Mengetahui atribut-atribut pengalaman bersantap yang ada di Restoran Panca Warna, 2) Mengetahui apakah atribut atribut pengalaman bersantap berpengaruh terhadap kepuasan konsumen, 3) Mengetahui apakah ada perbedaan persepsi pengalaman bersantap konsumen yang berusia $\leq$ 40 tahun dan konsumen > 40 tahun. Penelitian ini dilakukan dalam dua tahap yaitu tahap pertama dengan metode wawancara kepada 5 narasumber yang memiliki pengetahuan yang cukup tentang Restoran Panca Warna, karena mereka adalah konsumen yang sering datang ke Restoran Panca Warna dan penelitian tahap pertama menggunakan teknik analisis data *content analysis* dan *common theme approach*. Pada penelitian tahap kedua dengan metode kuesioner dengan teknik pengambilan sampel menggunakan *purposive sampling* dan akan disebar kepada 100 responden yang pernah membeli makanan minimal 2 (kali) di Restoran Panca Warna Kebumen.

Dari hasil penelitian tahap pertama didapatkan atribut-atribut pengalaman bersantap, yaitu: 1) Kualitas Makanan, 2) Kualitas Layanan, 3) Harga, 4) Suasana, 5) Lokasi. Dan diperoleh 21 hasil pernyataan yang sering disebutkan oleh lima narasumber. pada penelitian poin ke dua digunakan Uji Asumsi Klasik dan Analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: 1) Persepsi konsumen mengenai kualitas layanan, harga, suasana, dan lokasi tidak berpengaruh terhadap kepuasan konsumen di Restoran Panca Warna, 2) Persepsi konsumen mengenai kualitas makanan berpengaruh terhadap kepuasan konsumen Restoran Panca Warna. Pada penelitian poin ke tiga dilakukan dengan Uji Beda *Independent Sample t-test*. Hasil penelitian menunjukkan bahwa: 1) Ada perbedaan persepsi kualitas layanan, kualitas makanan, harga, dan suasana yang signifikan antara kelompok konsumen usia $\leq$ 40 tahun dengan konsumen usia > 40 tahun, 2) Tidak ada perbedaan lokasi dan persepsi kepuasan konsumen yang signifikan antara kelompok konsumen usia $\leq$ 40 tahun dengan konsumen usia > 40 tahun.

Kata kunci: kualitas makanan, kualitas layanan, harga, suasana, lokasi, kepuasan konsumen, dan loyalitas konsumen.

ABSTRACT

ANALYSIS ON THE INFLUENCE OF RESTAURANT ATTRIBUTES TOWARDS CONSUMER STATISFACTION AT PANCA WARNA RESTAURANT IN KEBUMEN

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The purpose of this study is to find out: 1) The meal experience attributes in Panca Warna Restaurant, 2) Whether or not the meal experience attributes influence customer satisfaction, 3) Whether or not there are differences in perceptions of meal experiences between consumers aged $\leq$ 40 years old and consumers aged $>$ 40 years old. This research was conducted in two stages. The first stage was done with interview method to 5 respondents who have sufficient knowledge about Panca Warna Restaurant, because they are consumers who often come to Panca Warna Restaurant. The first stage research employed content analysis techniques and common theme approach to analyze the data. In the second stage of the research, the researcher distributed questionnaires to 100 respondents chosen by purposive sampling technique. The respondents were those who have bought food at least twice at Kebumen Panca Warna Restaurant.

From the results of the first phase of the research, the attributes of meal experience are as follows: 1) Food Quality, 2) Service Quality, 3) Price, 4) Atmosphere, and 5) Location. It also obtained 21 statements that are often mentioned by five respondents. The researcher used the Classical Assumption Test and Analysis of multiple linear regression to find out the result of the second research question. The result showed that: 1) Consumer perceptions of service quality, price, atmosphere, and location had no influence on consumer satisfaction at Panca Warna Restaurant, 2) Consumer perceptions about food quality influenced consumer satisfaction at Panca Warna Restaurant. The third research question was answered by applying the Independent Sample t-test Different Tests. The result showed that: 1) There was significant difference in perception of service quality, food quality, price, atmosphere between consumers aged 40 years old and consumers aged $>$ 40 years old, 2) There was no significant difference in perception of satisfaction and location between consumers aged $\leq$ 40 years old and consumers aged$>$ 40 years old.

Keyword: food quality, service quality, price, atmosphere, location, consumer satisfaction, and consumer loyalty.