

## ABSTRACT

### CUSTOMER SATISFACTION ANALYSIS OF INFLUENCE OF INTENTIONS TO BUY ON RUMAH MAKAN KAYU BANDAR LAMPUNG

By

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Humans have a variety of needs, hierarchy of needs of primary, secondary, and tertiary. One example of primary needs are food and beverages. As we know, in Bandar Lampung has been a lot of standing restaurant, many restaurants these lead to a competition between them. Thus almost all the restaurant managers trying to meet all the criteria that are considered by consumers both in terms of products or services that are provided in order to cultivate customer satisfaction. One of them is RM Kayu, who use the *marketing mix* to meet the customers' satisfaction. Hopefully, with the formation of consumer satisfaction, it will affect the re-purchase intentions of consumers.

With the emergence of many businesses - the restaurant business, entrepreneurs face the competition that is not easy. Not all restaurants can survive in this competition. RM Kayu trying to compete with businesses - other similar business located in Bandar Lampung. Customer satisfaction becomes the most important factor because this can affect their behavior after the purchase. Issues to be discussed in this study is: Does consumer satisfaction on RM Kayu influence on purchase intentions reset them?

The hypothesis of this research is that customer satisfaction RM Kayu has an influence on purchase intentions repeated.. The sampling technique using *convenience sampling method*, and after the calculation is obtained as many as 96 samples of respondents.

The analysis tools are qualitative analysis and quantitative analysis.. Qualitative analysis was done by analyzing problems and finding solutions by using data collected from questionnaires that are connected with marketing theories or approaches related to consumer satisfaction theory, the theory of services marketing mix theory, and theory of re-purchase intention in analyzing the influence consumer satisfaction on consumers' purchase intentions RM Kayu. quantitative analysis performed using simple linear regression.

Based on the calculations, that customer satisfaction has a significant influence on the intention to buy back at 0.05 with a probability level of 0000. It can be concluded that customer satisfaction RM Kayu a major effect on their re-purchase intention. Linear regression model generated showed that the more positive consumer satisfaction and

purchase intentions RM Kayu then repeats will also increase. Consumer satisfaction variables that have the biggest influence on purchase intention is to promotion of information clarity, ease of access to RM Wood, and remodeling of the exterior and the interior RM Wood.

So that customer satisfaction can be further increased by RM Kayu, RM Kayu employees should be given better training of human resources, so that the employees of RM Kayu has a better capability in serving customers..In addition, information campaigns should be increased by RM Kayu. For example, through newspapers, pamphlets, and banners. Use of local television media can also help the campaign to the people of Lampung. With these expectations, desires of the community to visit RM Kayu can be increased, which in turn will increase sales of RM Kayu.