

## **ABSTRAK**

### **IDENTIFIKASI ATRIBUT KEPUASAN KONSUMEN DAN PELAYANAN RESTORAN *STEAK* DI KOTA BANDAR LAMPUNG**

**Oleh**

**E l i s a**

Semakin meningkatnya pendapatan memicu pertumbuhan restoran, termasuk restoran *steak* di Bandar Lampung. Ini membuat persaingan antar restoran semakin sulit. Tujuan utama dari penelitian ini adalah untuk mengidentifikasi atribut kepuasan konsumen dan pelayanan untuk restoran *steak* di Bandar Lampung. Data yang dikumpulkan dari 60 responden untuk skor atribut kepuasan dan pelayanan. Selain itu, dilakukan uji validitas dan reliabilitas data. Langkah selanjutnya adalah mengumpulkan data atribut dari 60 responden pada dua restoran *steak*. Hasil identifikasi atribut memperoleh 24 atribut untuk restoran *steak*. Atribut kepuasan pelanggan dan pelayanan tersebut yaitu rasa, keragaman menu, nutrisi, tampilan menu, kesesuaian menu, tekstur, konsistensi menu, kerapian karyawan, kecepatan layanan, pelayan informatif, keramahan, keadilan pelayanan, ketepatan menulis pesanan, kemudahan pembayaran, kebersihan restoran, kesediaan untuk menjawab pertanyaan, ketanggapan karyawan, kelengkapan alat makan, lokasi, tempat parkir, AC, toilet, variasi tempat duduk, dan dekorasi. Atribut kepuasan dan pelayanan yang sudah teridentifikasi diterapkan pada restoran *steak* untuk mengetahui atribut mana yang perlu ditingkatkan oleh restoran agar memenuhi kepuasan konsumen.

Kata kunci: atribut, uji validitas dan reliabilitas, kepuasan konsumen, pelayanan

## **ABSTRACT**

### **IDENTIFICATIONS OF CONSUMERS' SATISFACTION AND STEAK RESTAURANTS' SERVICES ATTRIBUTES IN CITY OF BANDAR LAMPUNG**

**By**

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*Rising income fuels the growth of restaurants, including steak restaurants, in Bandar Lampung. This makes the competition among restaurants harder. The main objective of this study is to identify the attributes of consumers' satisfaction and services of steak restaurants in Bandar Lampung. Data collected from 60 respondents were the scores for the attributes of satisfaction and service. In addition, the validity and reliability of the data were tested. The next step was gathering the data of attributes from the 60 respondents of two steak restaurants. The identification showed 24 attributes of steakhouses. The attributes of the consumers' satisfaction and the services are taste, menu diversity, nutrition, menu appearance, menu suitability, texture, menu consistency, neatness of waitress, service speed, informative waitress, hospitality, fairness of services, accuracy of writing order, ease of payment, cleanliness of restaurant, waitress' willingness for answering questions, responsiveness of waitress, completeness of eating utensils, location, parking area, air conditioning, toilet, seating variations, and decoration. Identified attributes satisfaction and service could be applied to steakhouses, to determine which attributes needed to be enhanced by the restaurant in order to meet the level of consumers' satisfaction.*

*Keywords: attributes, consumers' satisfaction, validity and reliability tests, services*